



CITY OF BLOOMINGTON, MN 2013



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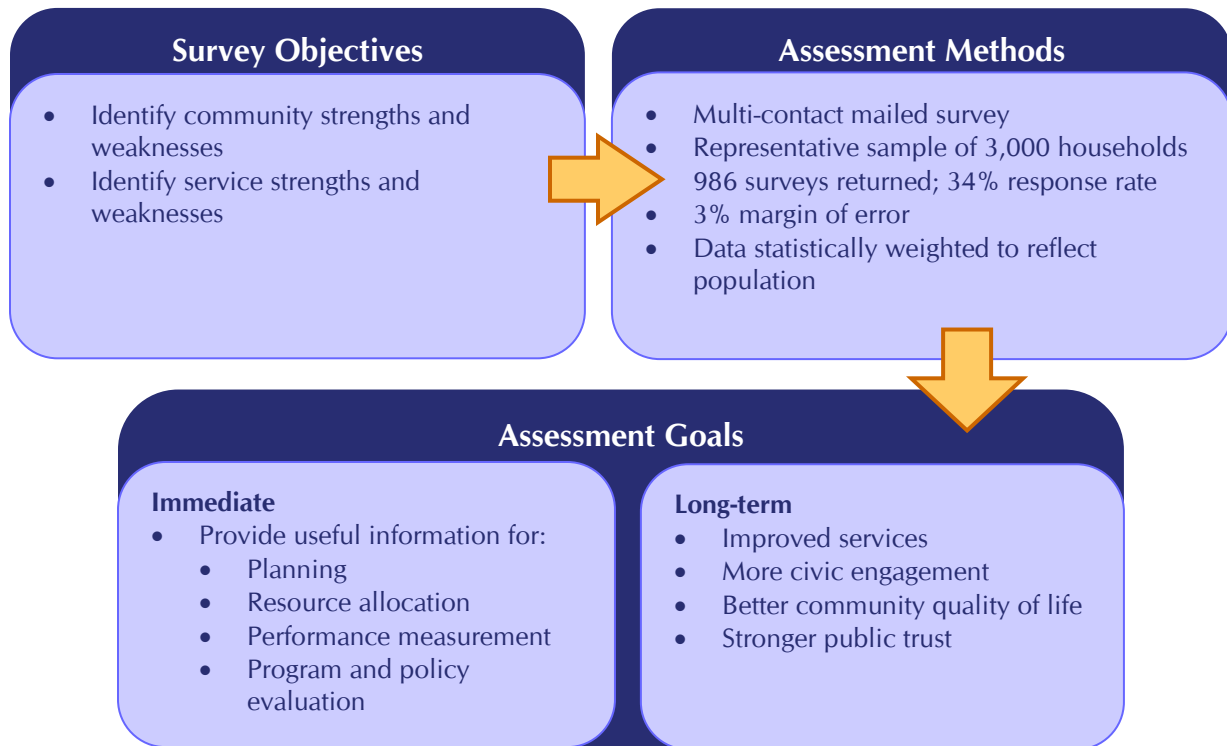
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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 986 completed surveys were obtained, providing an overall response rate of 34%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the City of Bloomington was developed in close cooperation with local jurisdiction staff. Bloomington staff selected items from a menu of questions about services and community issues and provided the appropriate letterhead and signatures for mailings. City of Bloomington staff also augmented The National Citizen Survey™ basic service through a variety of options including a custom set of benchmark comparisons, crosstabulations of results and several custom questions.

UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each report section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

Margin of Error

The margin of error around results for the City of Bloomington Survey (986 completed surveys) is plus or minus three percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 57-63% of all residents are likely to feel that way.

Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in the City of Bloomington, but from City of Bloomington services to services like them provided by other jurisdictions.

Interpreting Comparisons to Previous Years

This report contains comparisons with prior years' results. In this report, we are comparing this year's data with existing data in the graphs. Differences between years can be considered "statistically significant" if they are greater than four percentage points. Trend data for your jurisdiction represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The City of Bloomington chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (21 hand-picked jurisdictions selected by Bloomington City staff). A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Bloomington survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Bloomington results were generally noted as being “above” the benchmark, “below” the benchmark or “similar” to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as “more,” “similar” or “less” (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of “much,” (for example, “much less” or “much above”). These labels come from a statistical comparison of the City of Bloomington's rating to the benchmark.

“Don’t Know” Responses and Rounding

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

EXECUTIVE SUMMARY

This report of the City of Bloomington survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Almost all residents experienced a good quality of life in the City of Bloomington and believed the City was a good place to live. The overall quality of life in the City of Bloomington was rated as “excellent” or “good” by 90% of respondents. About 9 in 10 reported they plan on staying in the City of Bloomington for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. Among the characteristics receiving the most favorable ratings were shopping opportunities, the quality of the overall natural environment, and the overall image or reputation of Bloomington. Among the characteristics receiving the least positive ratings were the availability of affordable quality child care, the availability of affordable quality housing, and ease of bus travel in Bloomington.

Ratings of community characteristics were compared to the benchmark database. Of the 30 characteristics for which comparisons were available, all 30 were much above the national benchmark comparison.

Residents in the City of Bloomington were somewhat civically engaged. While only 18% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 90% had provided help to a friend or neighbor. Less than half had volunteered their time to some group or activity in the City of Bloomington, which was lower than the benchmark.

In general, survey respondents demonstrated strong trust in local government. A majority rated the overall direction being taken by the City of Bloomington as “good” or “excellent.” This was much higher than the benchmark. Those residents who had interacted with an employee of the City of Bloomington in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as “excellent” or “good.”

On average, residents gave high ratings to almost all local government services. City services rated were able to be compared to the benchmark database. Of the 35 services for which comparisons were available, 32 were above the benchmark comparison, three were similar to the benchmark comparison and none were below.

A Key Driver Analysis was conducted for the City of Bloomington which examined the relationships between ratings of each service and ratings of the City of Bloomington's services overall. Those key driver services that correlated most strongly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Bloomington can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- City parks
- Health services
- Preservation of natural areas
- Public information services

For all of these services, the City of Bloomington was above the benchmark and should continue to ensure high quality performance.

COMMUNITY RATINGS

OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in Bloomington – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents' commitment to Bloomington. Residents were asked whether they planned to move soon or if they would recommend Bloomington to others. Intentions to stay and willingness to make recommendations provide evidence that Bloomington offers services and amenities that work.

Most of Bloomington's residents gave high ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years. Ratings remained stable from 2012 to 2013.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

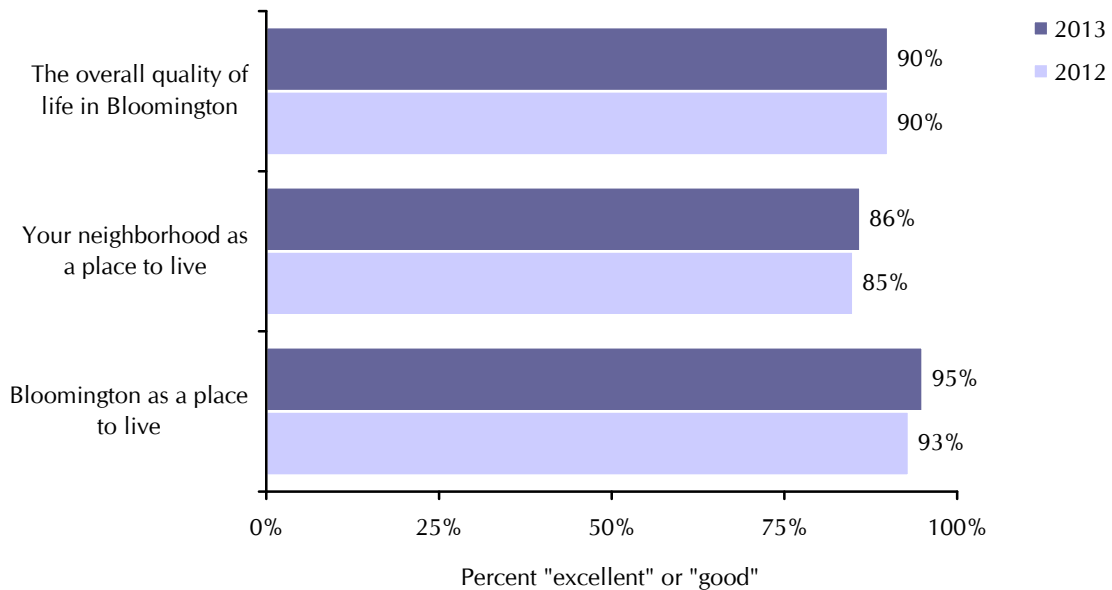


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY

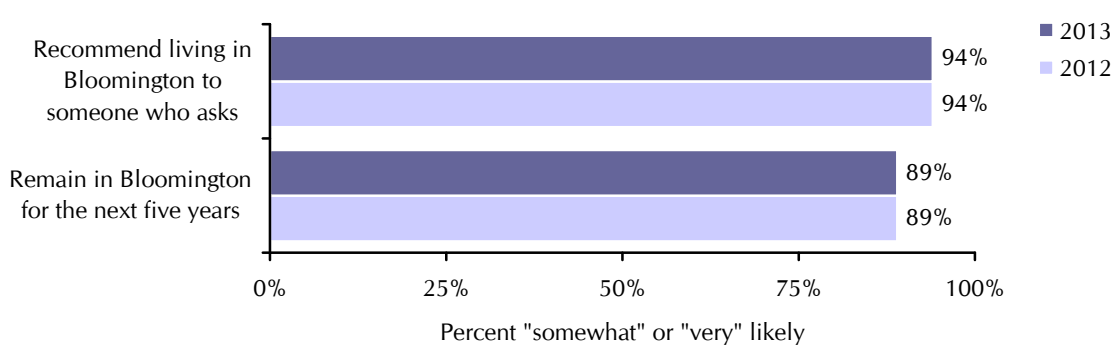


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	National comparison	Selected cities comparison
Overall quality of life in Bloomington	Much above	Above
Your neighborhood as place to live	Much above	Similar
Bloomington as a place to live	Much above	Above
Recommend living in Bloomington to someone who asks	Much above	Above
Remain in Bloomington for the next five years	Much above	Above

COMMUNITY DESIGN

Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of several aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Ease of car travel in Bloomington and the availability of paths and walking trails were given the most positive ratings, followed by ease of walking in Bloomington. These ratings tended to be much higher than the national and custom benchmarks and similar to 2012.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

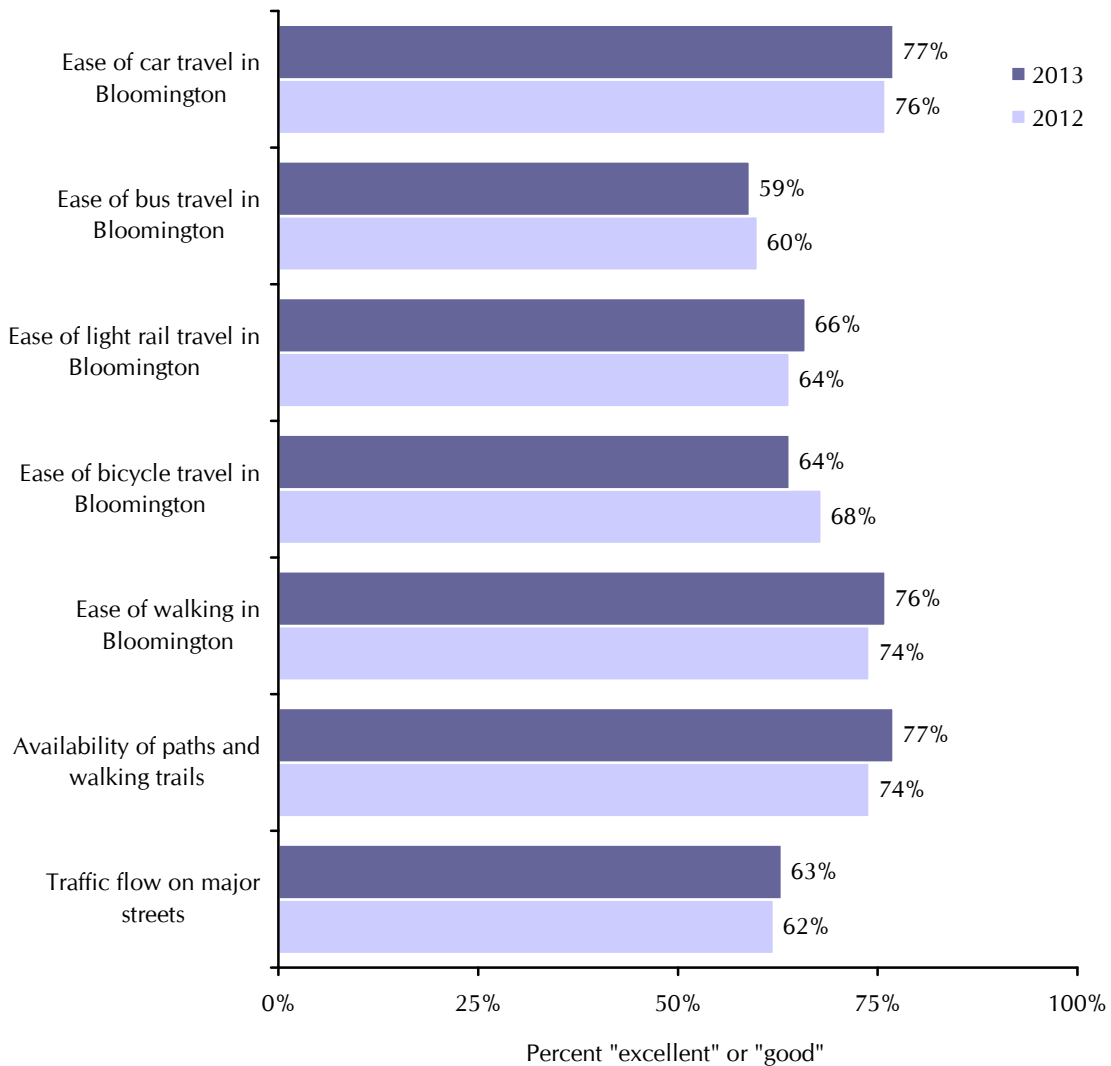


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	National comparison	Selected cities comparison
Ease of car travel in Bloomington	Much above	Much above
Ease of bus travel in Bloomington	Much above	Much above
Ease of light rail travel in Bloomington	Much above	Much above
Ease of bicycle travel in Bloomington	Much above	Much above
Ease of walking in Bloomington	Much above	Much above
Availability of paths and walking trails	Much above	Much above
Traffic flow on major streets	Much above	Much above

Aspects of transportation services were rated in Bloomington. As compared to most communities across America, ratings tended to be somewhat favorable. Ratings for street repair and for sidewalk maintenance declined from 2013 to 2012.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

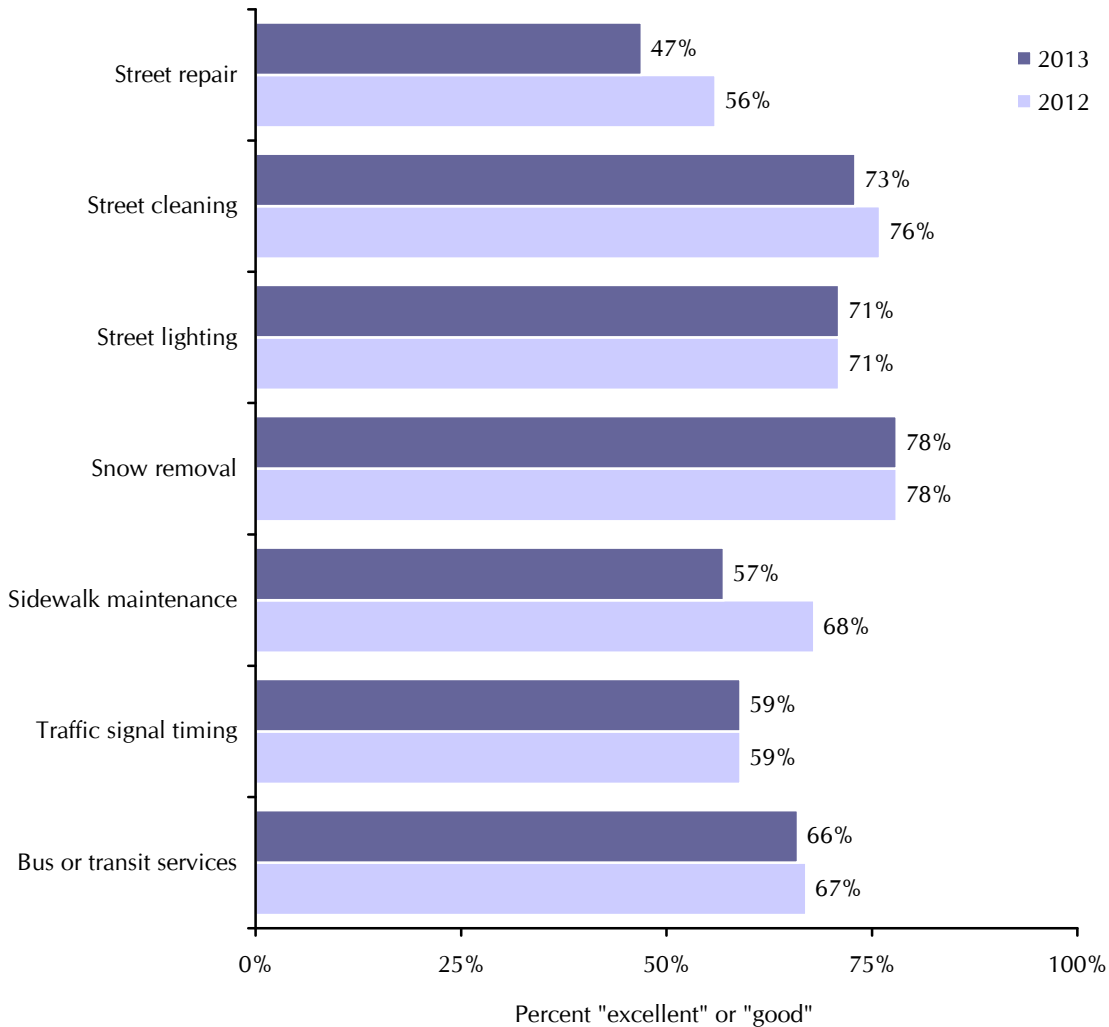


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	National comparison	Selected cities comparison
Street repair	Similar	Much below
Street cleaning	Much above	Above
Street lighting	Much above	Above
Snow removal	Much above	Much above
Sidewalk maintenance	Similar	Below
Traffic signal timing	Much above	Much above
Bus or transit services	Much above	Much above

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 6% of work commute trips were made by transit, 2% by bicycle and 2% by foot.

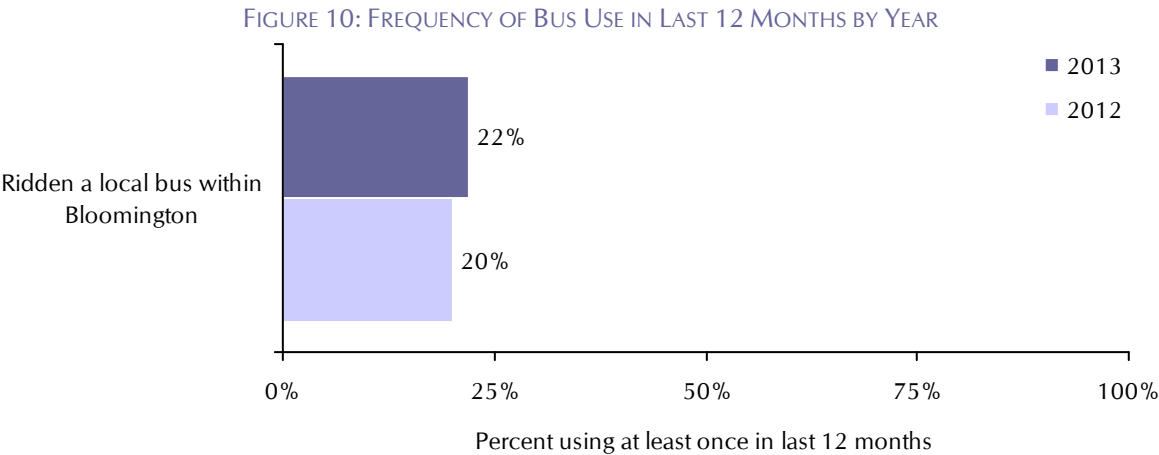


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	National comparison	Selected cities comparison
Ridden a local bus within Bloomington	Similar	Similar

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE BY YEAR

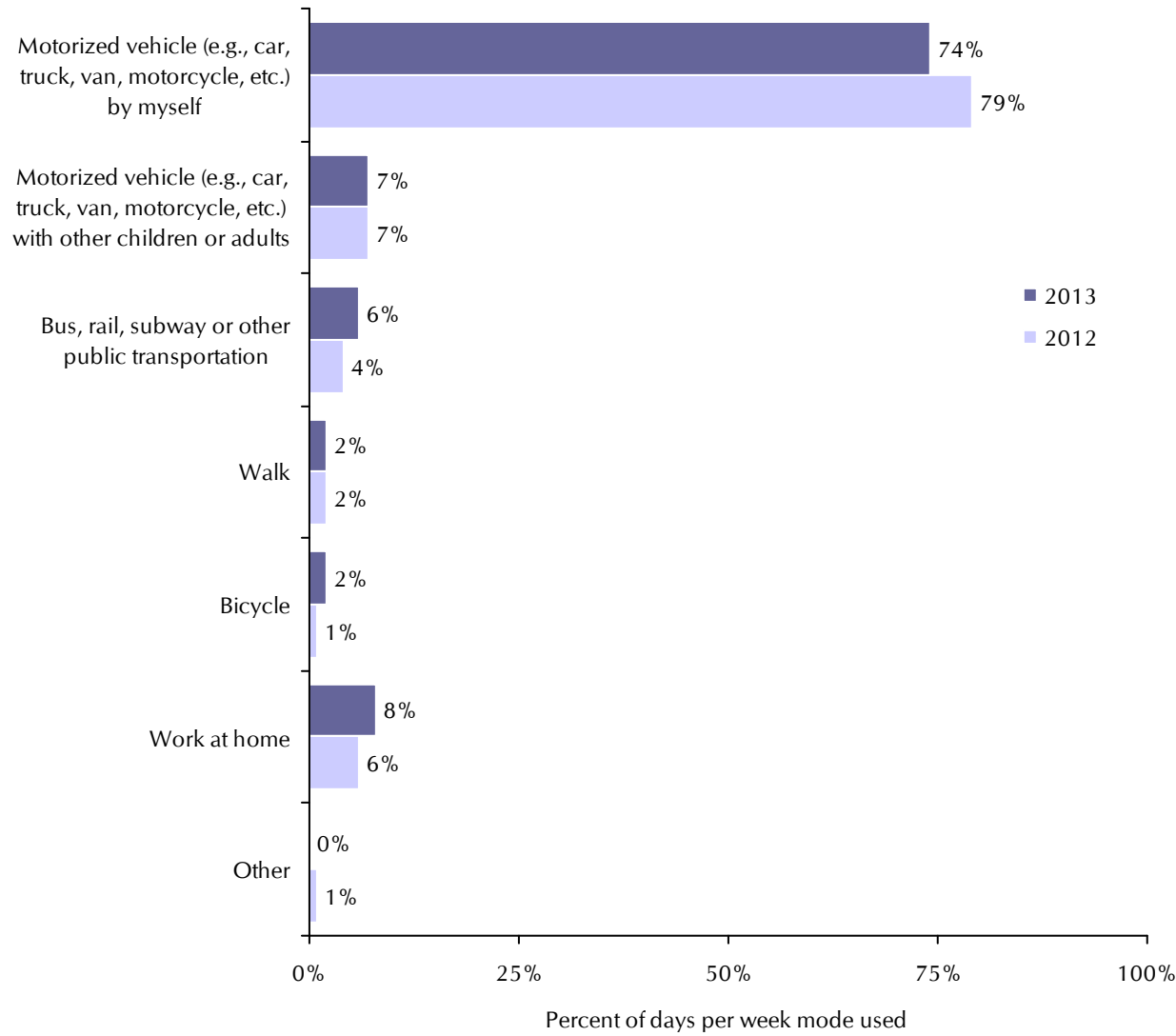


FIGURE 13: DRIVE ALONE BENCHMARKS

	National comparison	Selected cities comparison
Average percent of work commute trips made by driving alone	Similar	More

Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of Bloomington residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 63% of respondents, while the variety of housing options was rated as “excellent” or “good” by 74% of respondents. The rating of perceived affordable housing availability was much better in Bloomington than the ratings, on average, in comparison jurisdictions. Ratings remained stable over the past two years.

FIGURE 14: RATINGS OF HOUSING IN COMMUNITY BY YEAR

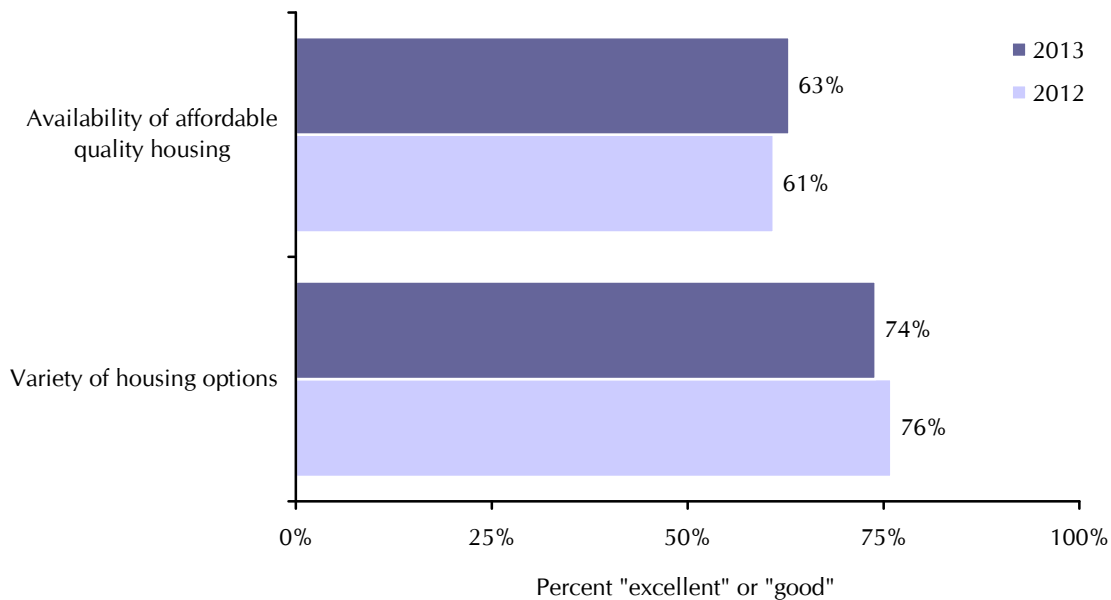


FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	National comparison	Selected cities comparison
Availability of affordable quality housing	Much above	Much above
Variety of housing options	Much above	Above

To augment the perceptions of affordable housing in Bloomington, the cost of housing as reported in the survey was compared to residents’ reported monthly income to create a rough estimate of the proportion of Bloomington residents experiencing housing cost stress. About 3 in 10 survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 16: PROPORTION OF RESPONDENTS EXPERIENCING HOUSING COST STRESS

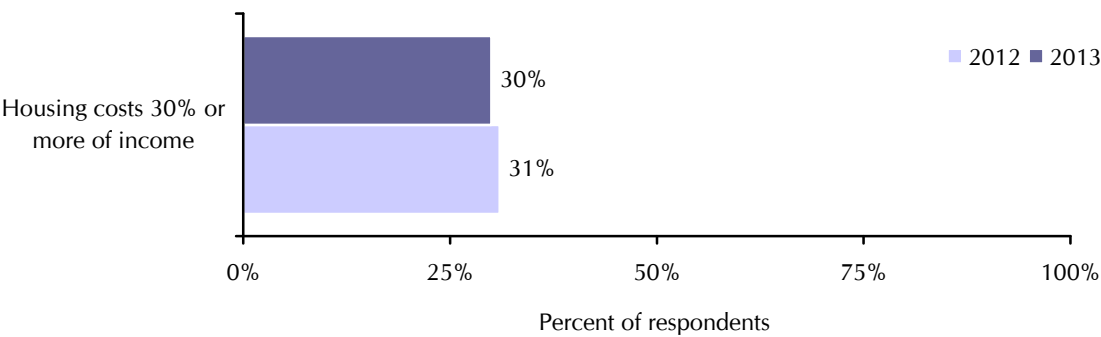


FIGURE 17: HOUSING COSTS BENCHMARKS

	National comparison	Selected cities comparison
Experiencing housing costs stress (housing costs 30% or MORE of income)	Much less	Much less

Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community's overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of Bloomington and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in Bloomington was rated as "excellent" or "good" by 75% of respondents. The overall appearance of Bloomington was rated as "excellent" or "good" by 79% of respondents and was much higher than the national benchmark, and similar to the custom benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in Bloomington, 5% thought they were a "major" problem. The services of land use, planning and zoning, code enforcement and animal control were rated above the national and custom benchmarks.

FIGURE 18: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

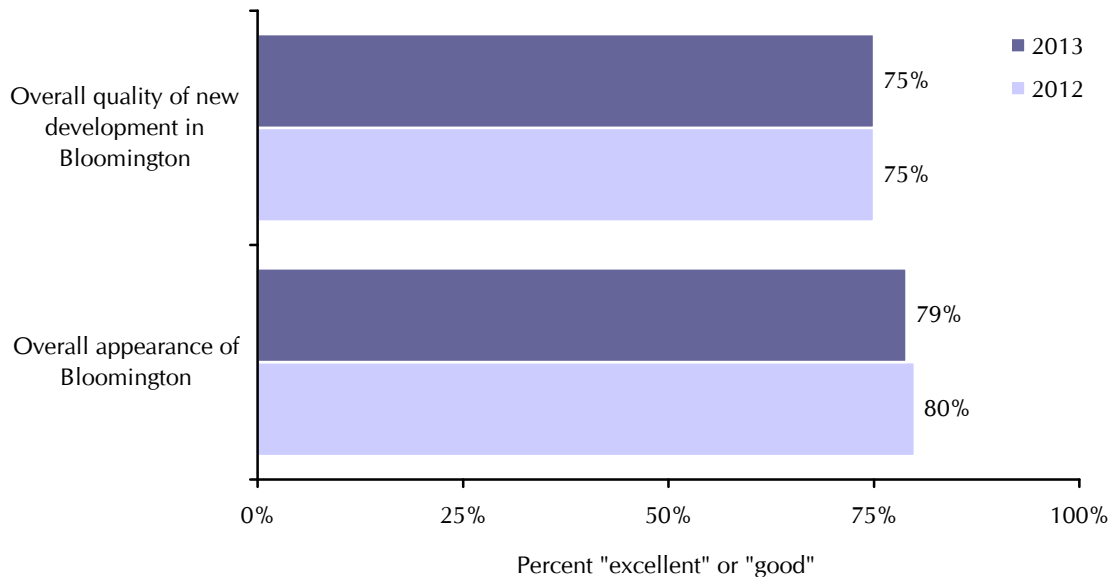


FIGURE 19: BUILT ENVIRONMENT BENCHMARKS

	National comparison	Selected cities comparison
Quality of new development in Bloomington	Much above	Above
Overall appearance of Bloomington	Much above	Similar

FIGURE 20: RATINGS OF POPULATION GROWTH BY YEAR

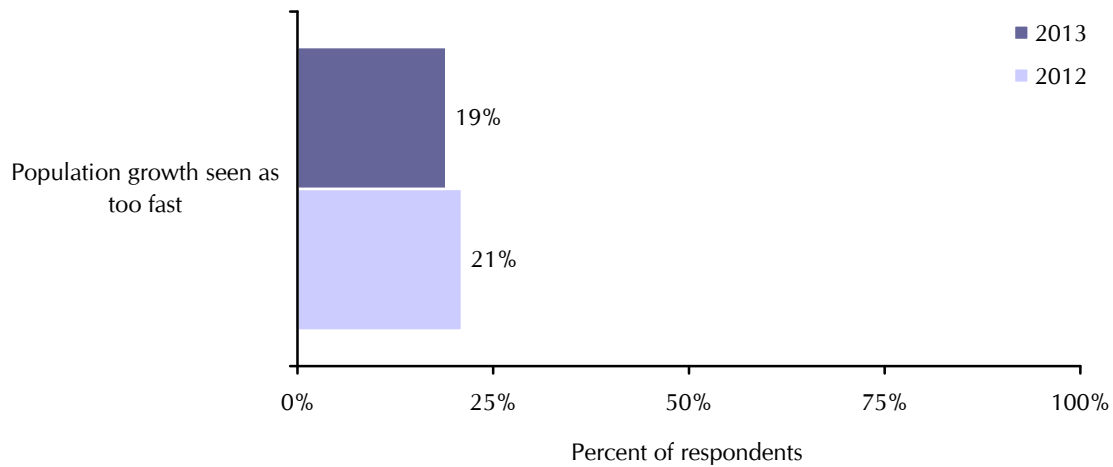


FIGURE 21: POPULATION GROWTH BENCHMARKS

	National comparison	Selected cities comparison
Population growth seen as too fast	Much less	Much less

FIGURE 22: RATINGS OF NUISANCE PROBLEMS BY YEAR

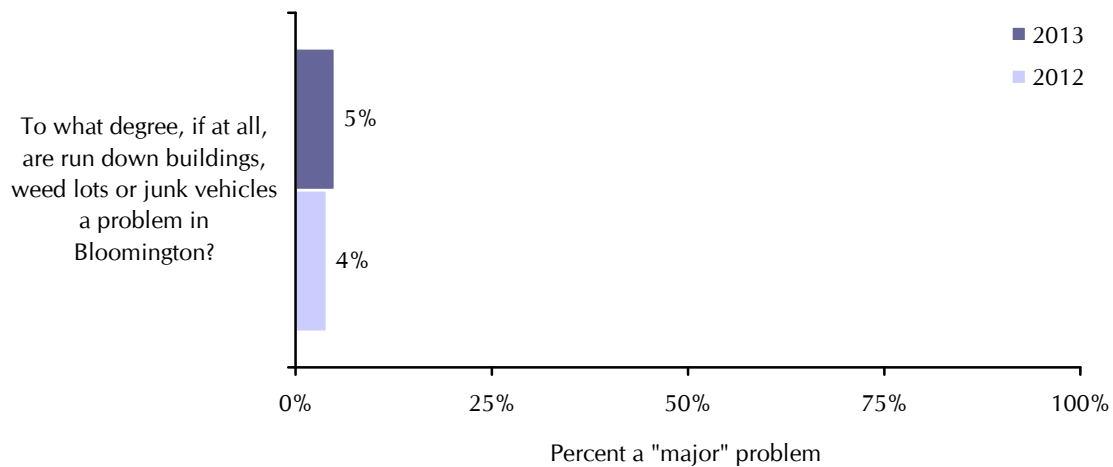


FIGURE 23: NUISANCE PROBLEMS BENCHMARKS

	National comparison	Selected cities comparison
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Much less	Similar

FIGURE 24: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

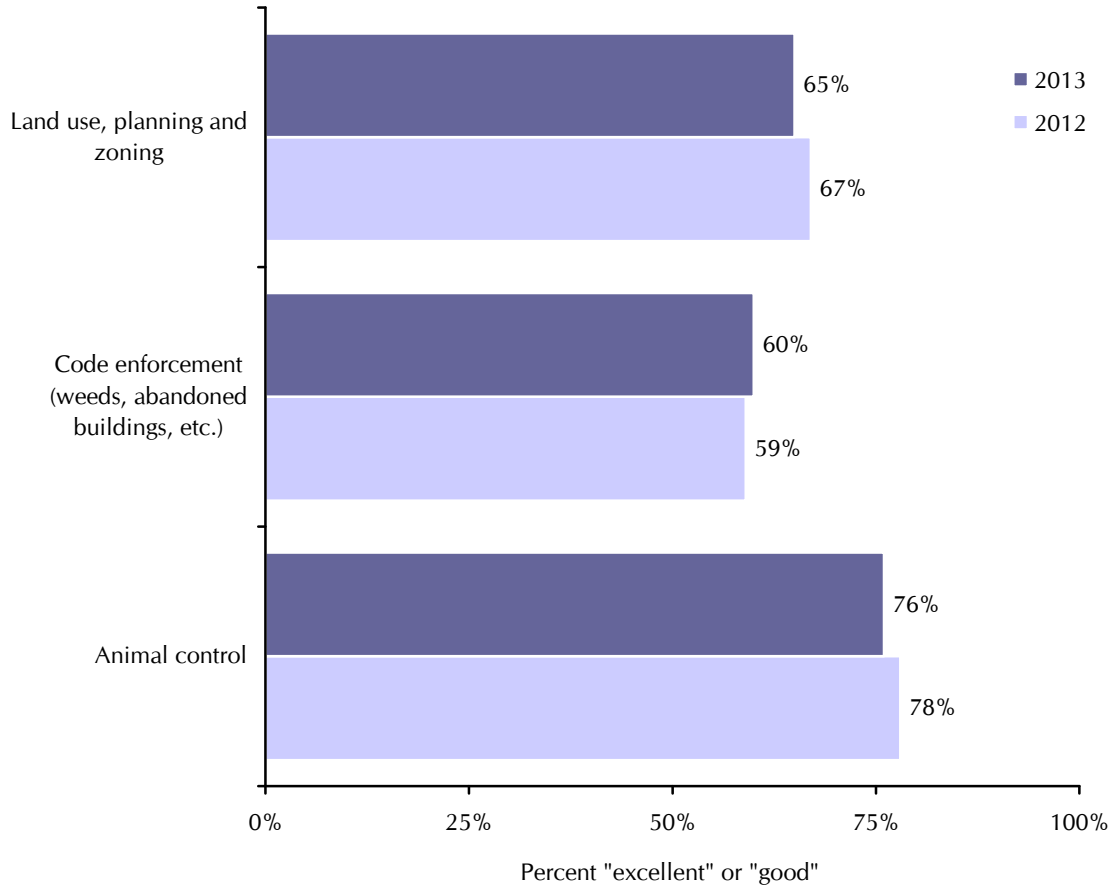


FIGURE 25: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	National comparison	Selected cities comparison
Land use, planning and zoning	Much above	Much above
Code enforcement (weeds, abandoned buildings, etc.)	Much above	Above
Animal control	Much above	Above

ECONOMIC SUSTAINABILITY

The United States went into recession in late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were shopping opportunities and Bloomington as a place to work. Receiving the lowest rating was employment opportunities. Ratings of economic sustainability remained stable from 2012 to 2013.

FIGURE 26: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

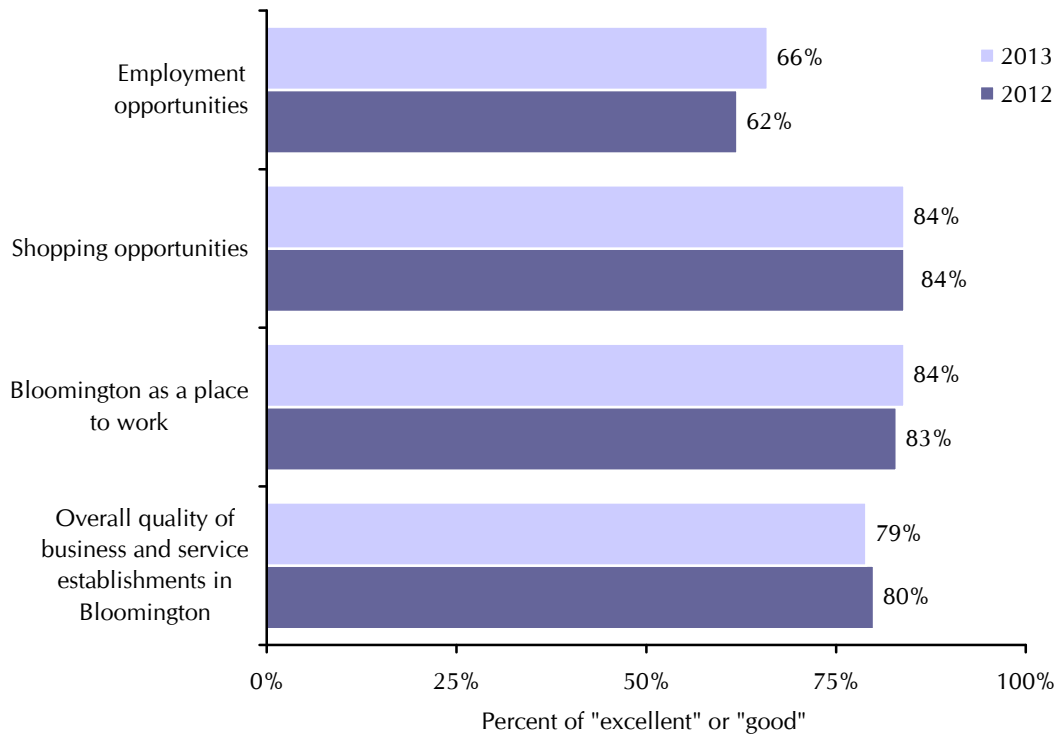


FIGURE 27: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	National comparison	Selected cities comparison
Employment opportunities	Much above	Much above
Shopping opportunities	Much above	Much above
Bloomington as a place to work	Much above	Much above
Overall quality of business and service establishments in Bloomington	Much above	Similar

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from “much too slow” to “much too fast.” When asked about the rate of jobs growth in Bloomington, 58% responded that it was “too slow,” while 30% reported retail growth as “too slow.” Fewer residents in Bloomington compared to other jurisdictions in the nation believed that retail growth was too slow and fewer residents believed that jobs growth was too slow.

FIGURE 28: RATINGS OF RETAIL AND JOB GROWTH BY YEAR

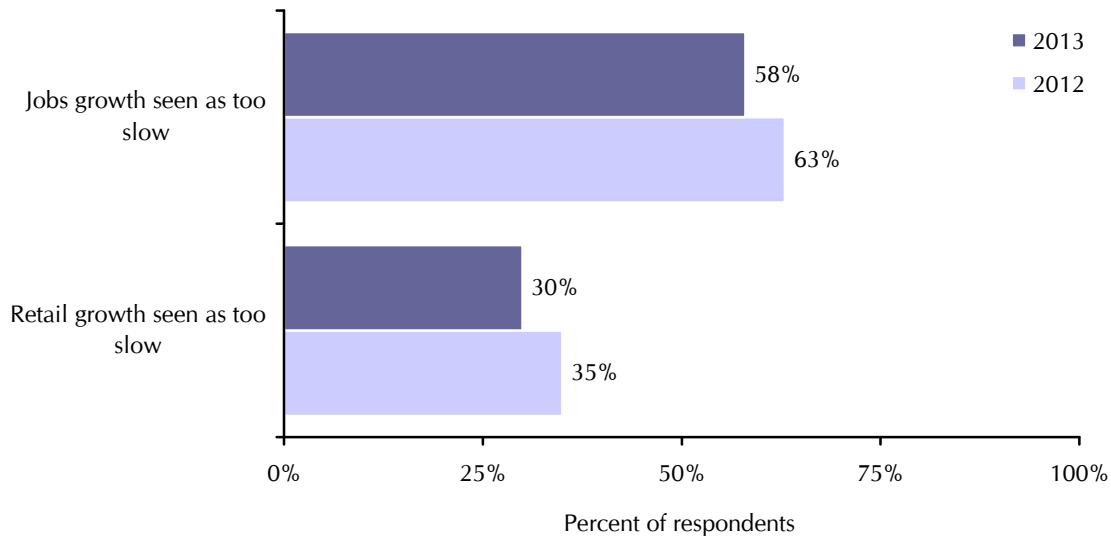


FIGURE 29: RETAIL AND JOB GROWTH BENCHMARKS

	National comparison	Selected cities comparison
Retail growth seen as too slow	Much less	Similar
Jobs growth seen as too slow	Much less	Much less

FIGURE 30: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

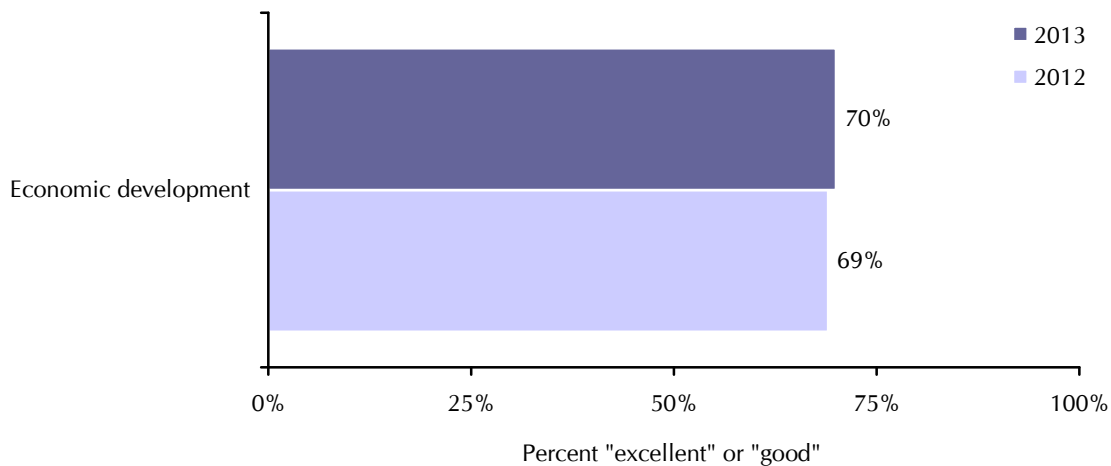


FIGURE 31: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	National comparison	Selected cities comparison
Economic development	Much above	Much above

Residents were asked to reflect on their economic prospects in the near term. Twenty-eight percent of Bloomington residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family. The percent of residents with an optimistic outlook on their household income was much more than comparison jurisdictions.

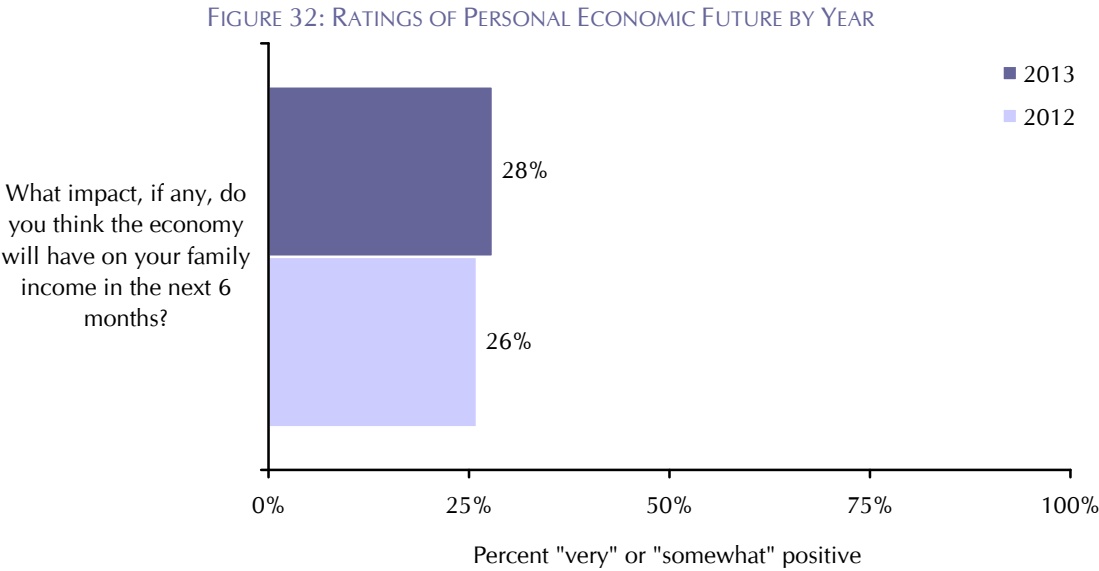


FIGURE 33: PERSONAL ECONOMIC FUTURE BENCHMARKS

	National comparison	Selected cities comparison
Positive impact of economy on household income	Much above	Much above

PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards, and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Most gave positive ratings of safety in Bloomington. About 84% of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 85% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety. Results remained stable from 2012 to 2013.

FIGURE 34: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

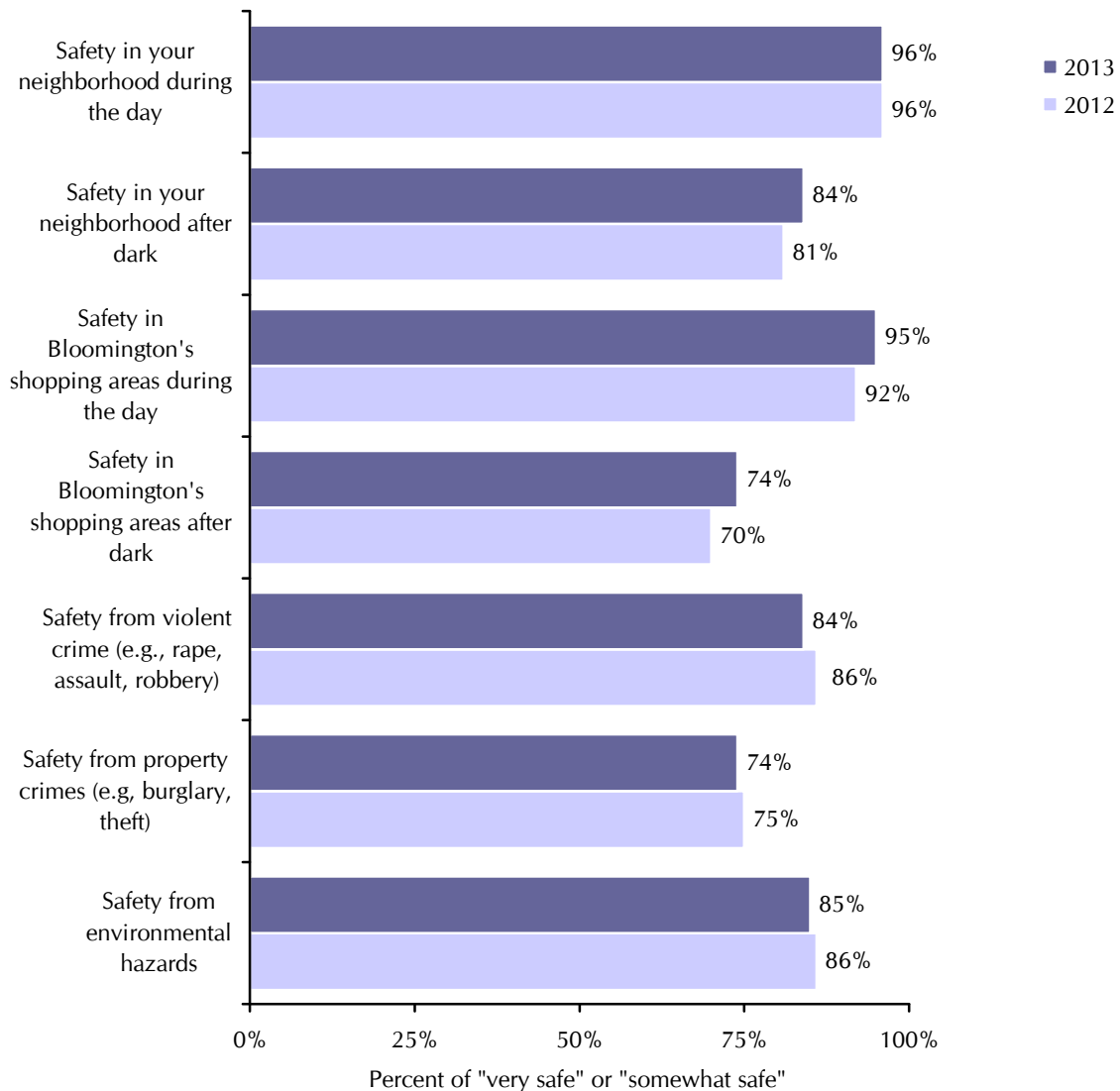


FIGURE 35: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	National comparison	Selected cities comparison
In your neighborhood during the day	Much above	Much above
In your neighborhood after dark	Much above	Much above
In Bloomington's shopping areas during the day	Much above	Above
In Bloomington's shopping areas after dark	Much above	Much above
Violent crime (e.g., rape, assault, robbery)	Much above	Above
Property crimes (e.g., burglary, theft)	Much above	Much above
Environmental hazards, including toxic waste	Much above	Much above

As assessed by the survey, 6% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 86% had reported it to police. Compared to other jurisdictions far fewer Bloomington residents had been victims of crime in the 12 months preceding the survey and many more Bloomington residents had reported their most recent crime victimization to the police.

FIGURE 36: CRIME VICTIMIZATION AND REPORTING BY YEAR

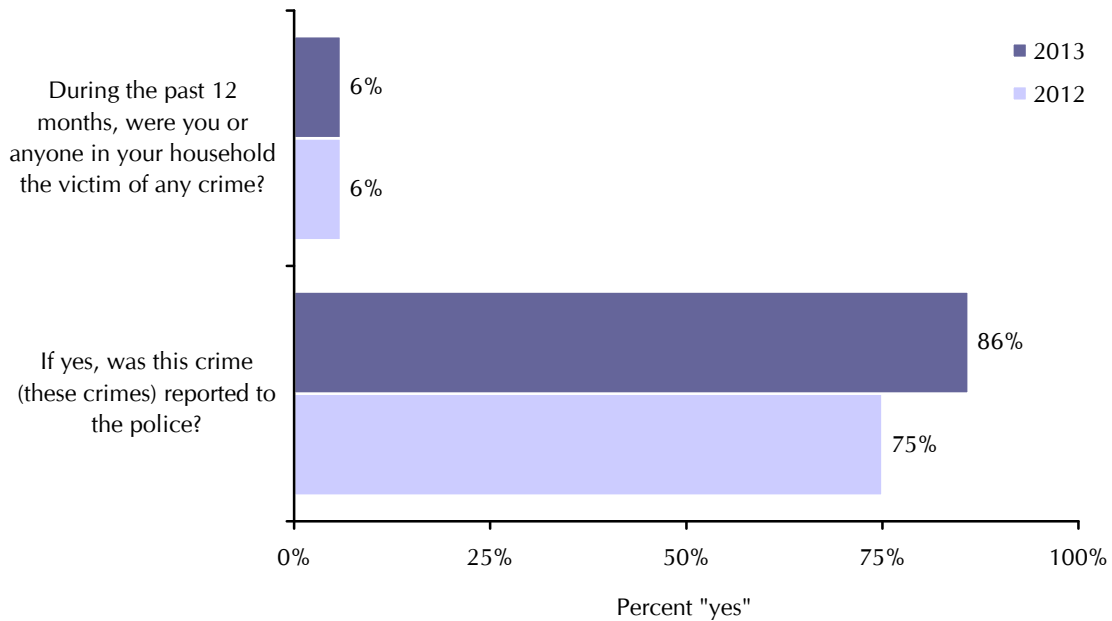


FIGURE 37: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	National comparison	Selected cities comparison
Victim of crime	Much less	Much less
Reported crimes	Much more	Much more

Residents rated City public safety services highly; all of these were rated much above the benchmark comparisons. Fire and ambulance services received the highest ratings, while emergency preparedness services and traffic enforcement received the lowest ratings. All were rated similar from 2012 to 2013.

FIGURE 38: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

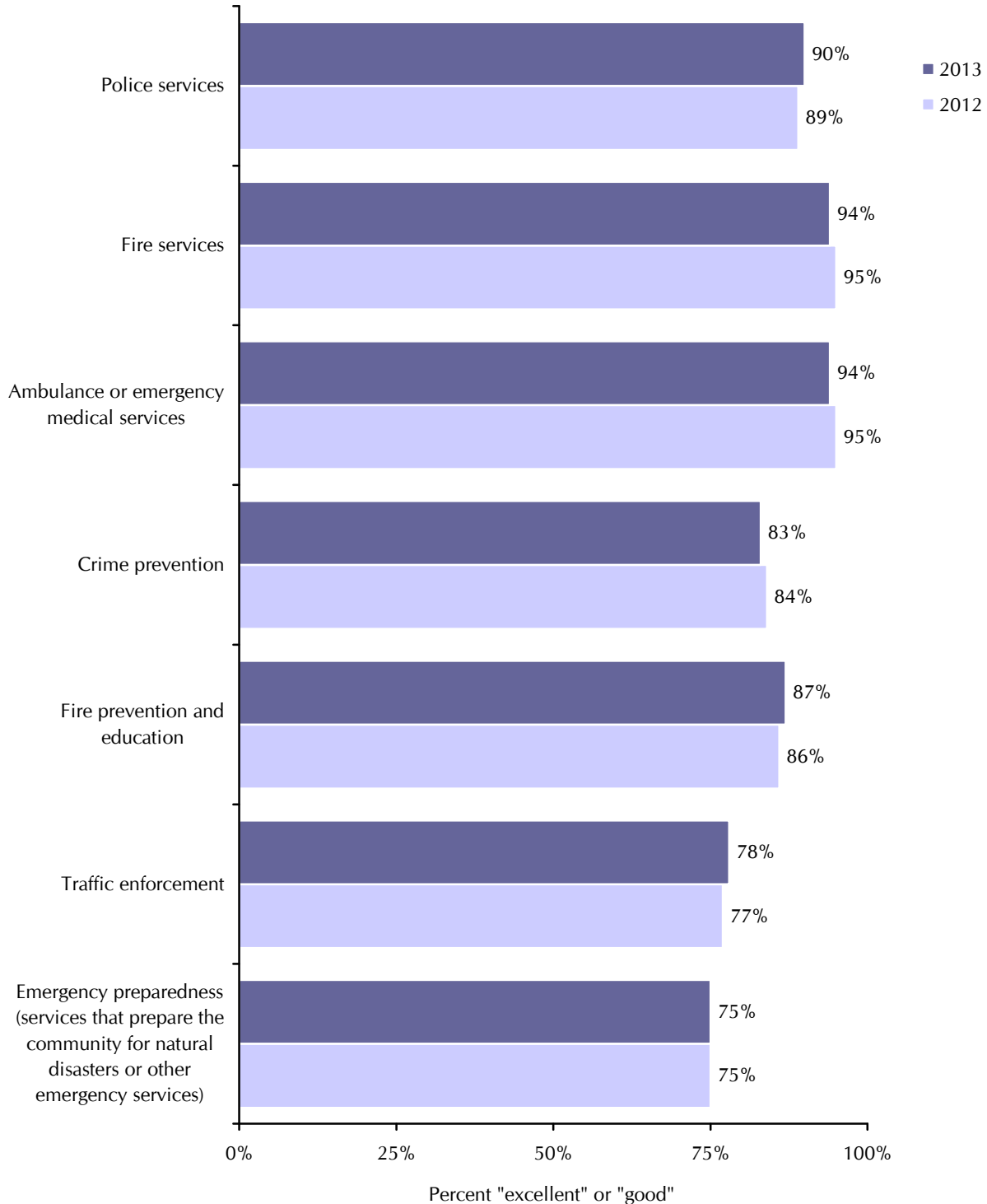


FIGURE 39: PUBLIC SAFETY SERVICES BENCHMARKS

	National comparison	Selected cities comparison
Police services	Much above	Much above
Fire services	Much above	Much above
Ambulance or emergency medical services	Much above	Much above
Crime prevention	Much above	Much above
Fire prevention and education	Much above	Much above
Traffic enforcement	Much above	Much above
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Much above	Much above

FIGURE 40: CONTACT WITH POLICE AND FIRE DEPARTMENT BY YEAR

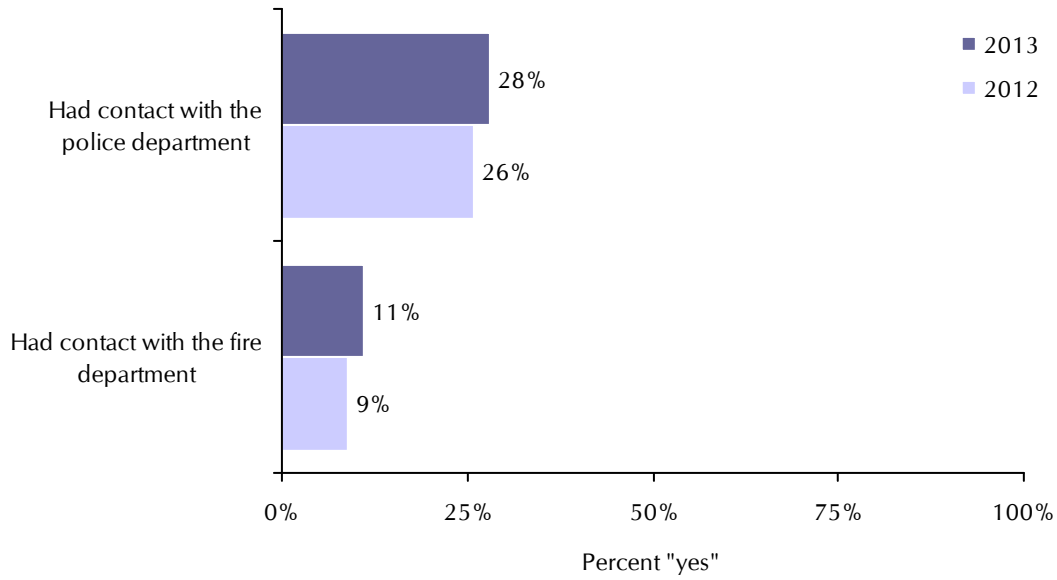


FIGURE 41: RATINGS OF CONTACT WITH POLICE AND FIRE DEPARTMENT BY YEAR

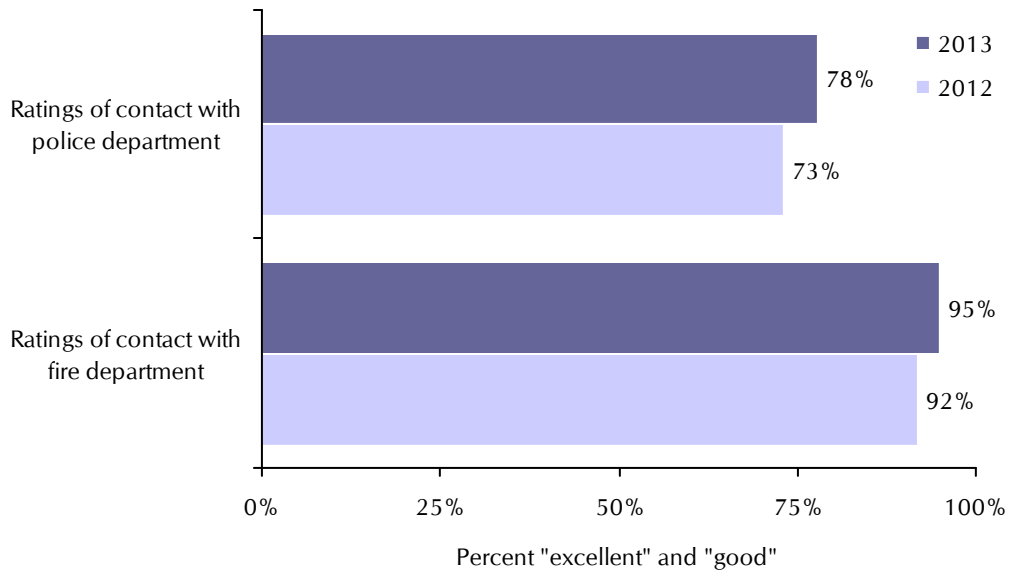


FIGURE 42: CONTACT WITH POLICE AND FIRE DEPARTMENTS BENCHMARKS

	National comparison	Selected cities comparison
Had contact with the City of Bloomington Police Department	Much less	Much less
Overall impression of most recent contact with the City of Bloomington Police Department	Above	Below
Had contact with the City of Bloomington Fire Department	Less	Not available
Overall impression of most recent contact with the City of Bloomington Fire Department	Above	Not available

ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going “Green”. These strengthening environmental concerns extend to trash hauling, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Bloomington residents were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 88% of survey respondents. Air quality received the next highest rating, and it was much above the benchmarks. Results remained stable from 2012 to 2013.

FIGURE 43: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

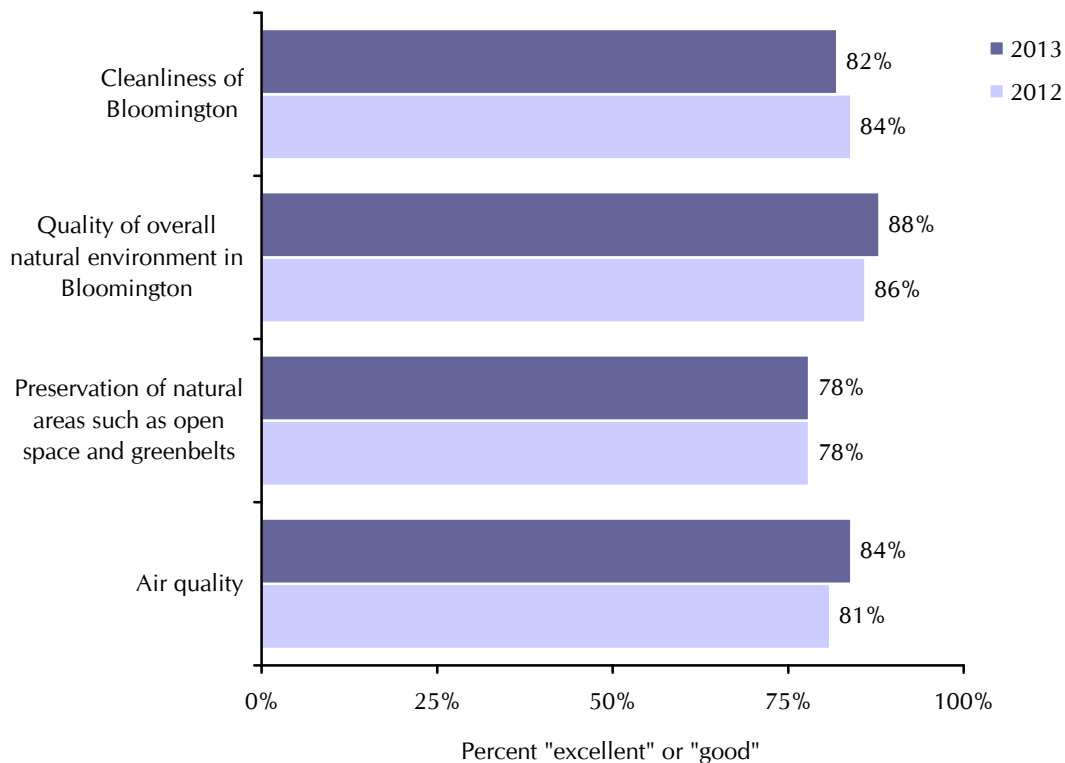


FIGURE 44: COMMUNITY ENVIRONMENT BENCHMARKS

	National comparison	Selected cities comparison
Cleanliness of Bloomington	Much above	Similar
Quality of overall natural environment in Bloomington	Much above	Much above
Preservation of natural areas such as open space and greenbelts	Much above	Much above
Air quality	Much above	Much above

Resident recycling was much greater than recycling reported in comparison communities. Ratings for recycling remained constant from 2012 to 2013.

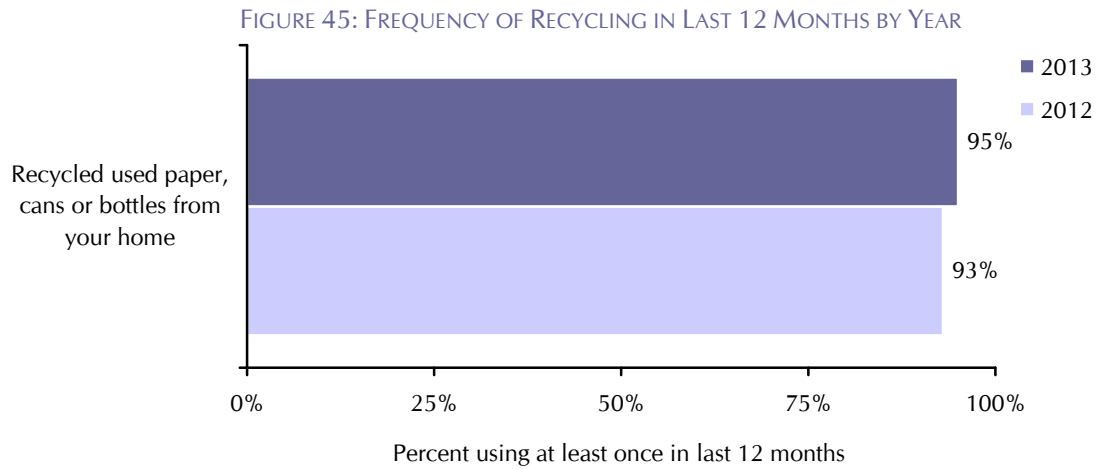


FIGURE 46: FREQUENCY OF RECYCLING BENCHMARKS

	National comparison	Selected cities comparison
Recycled used paper, cans or bottles from your home	Much more	Much more

Of the six utility services rated by those completing the questionnaire, all were higher than the national benchmark comparison. These service ratings trends were similar when compared to the past survey.

FIGURE 47: RATINGS OF UTILITY SERVICES BY YEAR

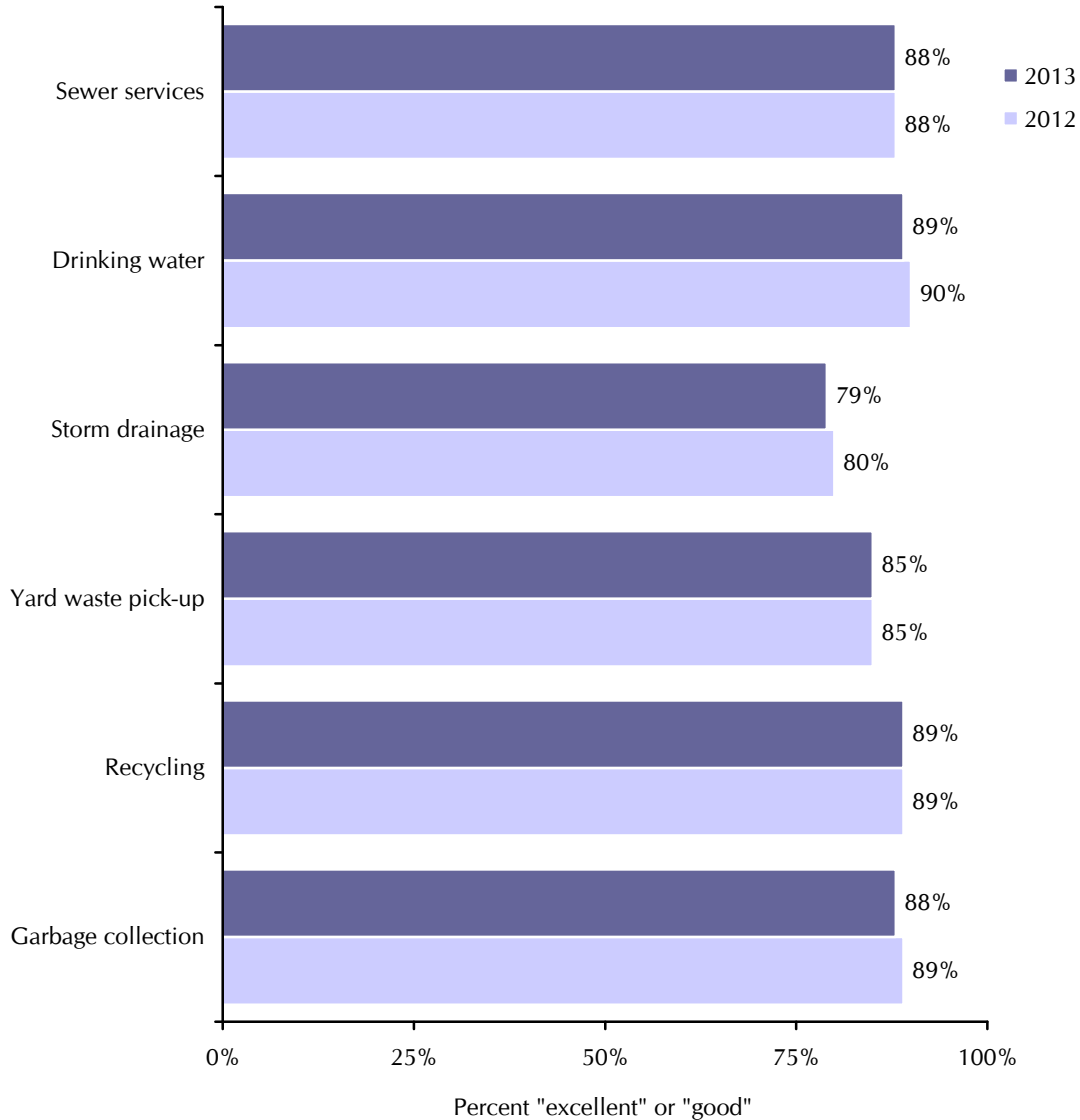


FIGURE 48: UTILITY SERVICES BENCHMARKS

	National comparison	Selected cities comparison
Sewer services	Much above	Much above
Drinking water	Much above	Much above
Storm drainage	Much above	Much above
Yard waste pick-up	Much above	Above
Recycling	Much above	Much above
Garbage collection	Above	Similar

RECREATION AND WELLNESS

Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in the City of Bloomington were rated positively as were services related to parks and recreation. All parks and recreation services were rated much higher than the national benchmarks. These ratings stayed constant over time.

Resident use of Bloomington parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Bloomington recreation centers was much greater than the percent of users in comparison jurisdictions. However, recreation program use in Bloomington was lower than or about the same as use in comparison jurisdictions.

FIGURE 49: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

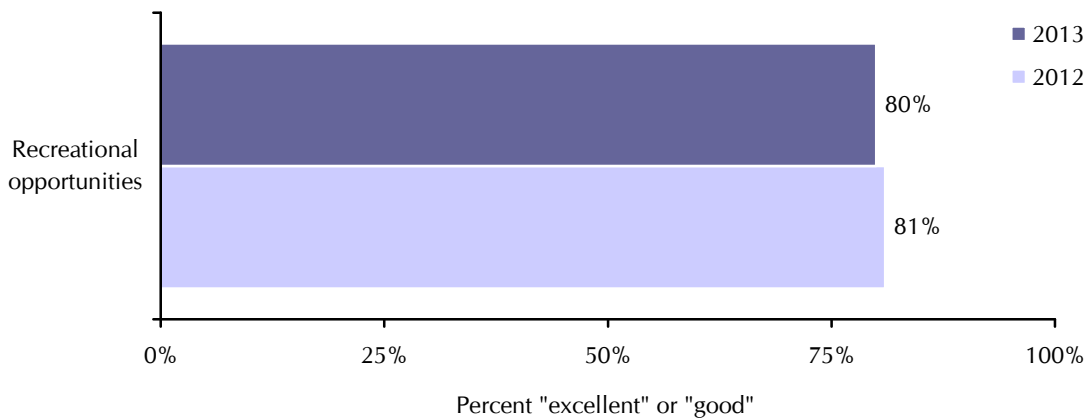


FIGURE 50: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Selected cities comparison
Recreation opportunities	Much above	Much above

FIGURE 51: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

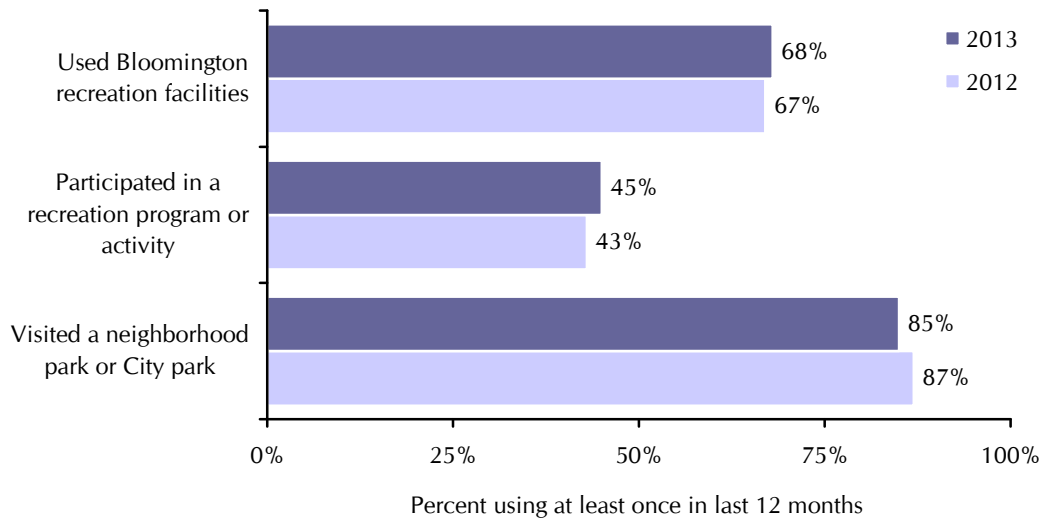


FIGURE 52: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	National comparison	Selected cities comparison
Used Bloomington recreation facilities	Much more	Much more
Participated in a recreation program or activity	Less	Similar
Visited a neighborhood park or City park	Similar	Similar

FIGURE 53: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

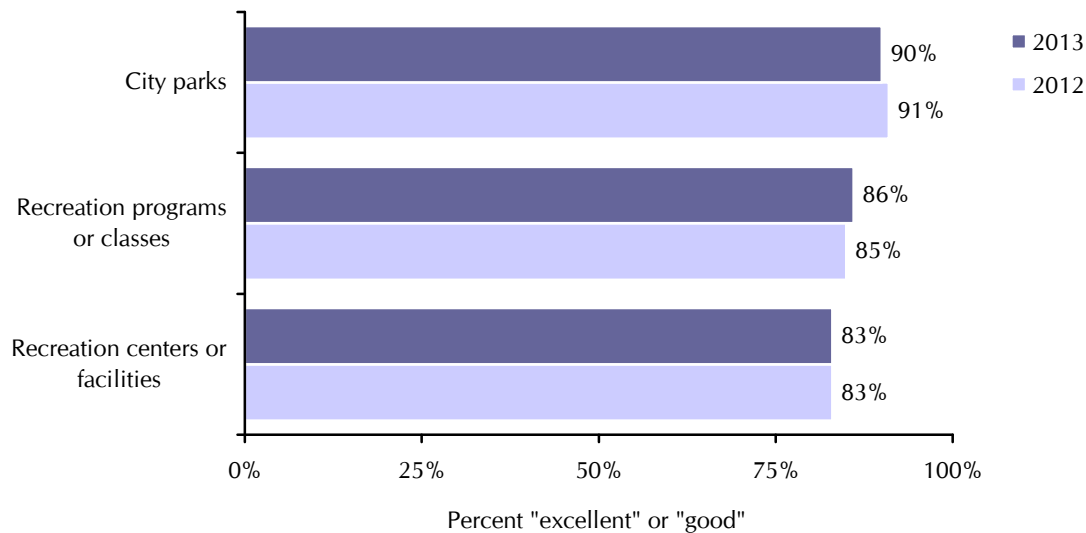


FIGURE 54: PARKS AND RECREATION SERVICES BENCHMARKS

	National comparison	Selected cities comparison
City parks	Much above	Above
Recreation programs or classes	Much above	Above
Recreation centers or facilities	Much above	Similar

Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities were rated as “excellent” or “good” by 72% of respondents. Educational opportunities were rated as “excellent” or “good” by 81% of respondents. Compared to the benchmark data, educational opportunities were much above the average of comparison jurisdictions, as were cultural activity opportunities.

FIGURE 55: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

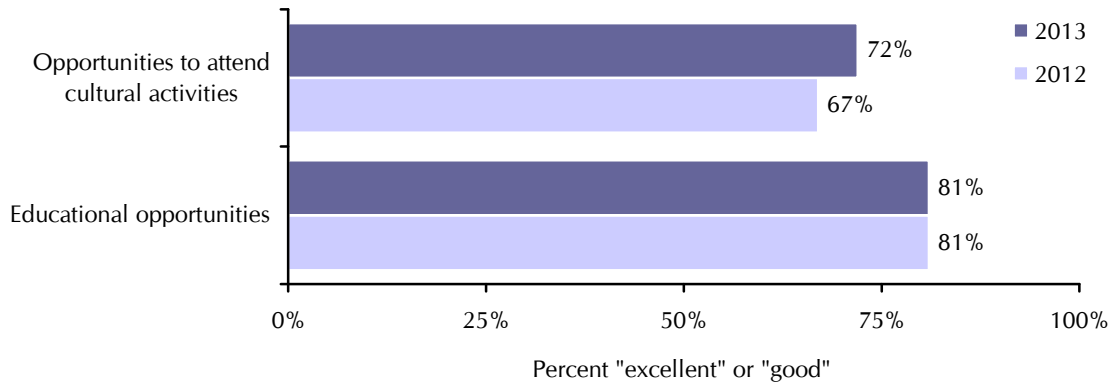


FIGURE 56: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Selected cities comparison
Opportunities to attend cultural activities	Much above	Much above
Educational opportunities	Much above	Much above

About 55% of Bloomington residents participated in religious spiritual activities at least once in the 12 months preceding the survey. This participation rate was much above that of comparison jurisdictions.

FIGURE 57: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

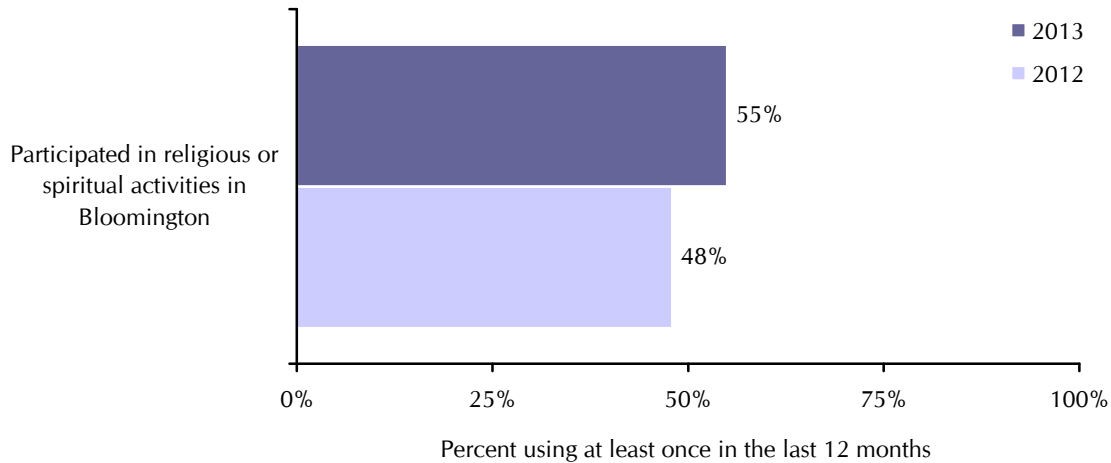


FIGURE 58: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Selected cities comparison
Participated in religious or spiritual activities in Bloomington	Much more	Much more

FIGURE 59: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

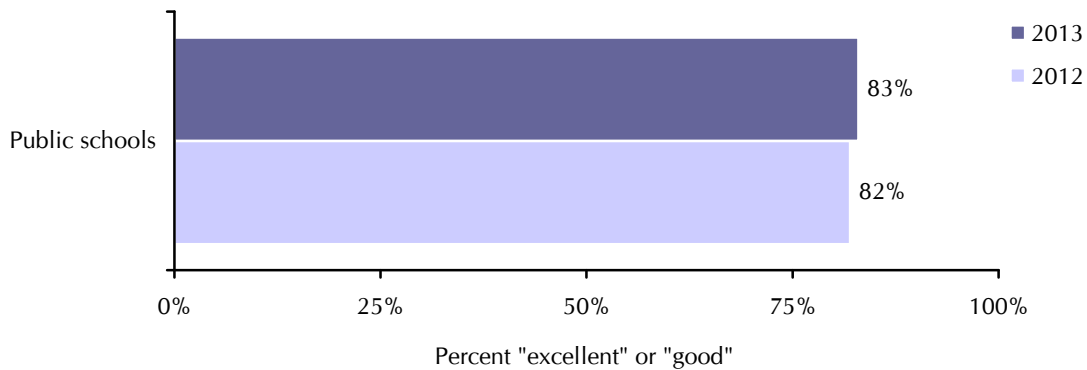


FIGURE 60: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	National comparison	Selected cities comparison
Public schools	Much above	Much above

Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Bloomington residents were asked to rate the community's health services as well as the availability of health care, high quality affordable food and preventive health care services. The availability of preventative health services, affordable quality food and affordable quality health care were rated positively for Bloomington. Ratings remained stable from 2012 to 2013.

Among Bloomington residents, 74% rated affordable quality health care as "excellent" or "good." Those ratings were much above the ratings of comparison communities.

FIGURE 61: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

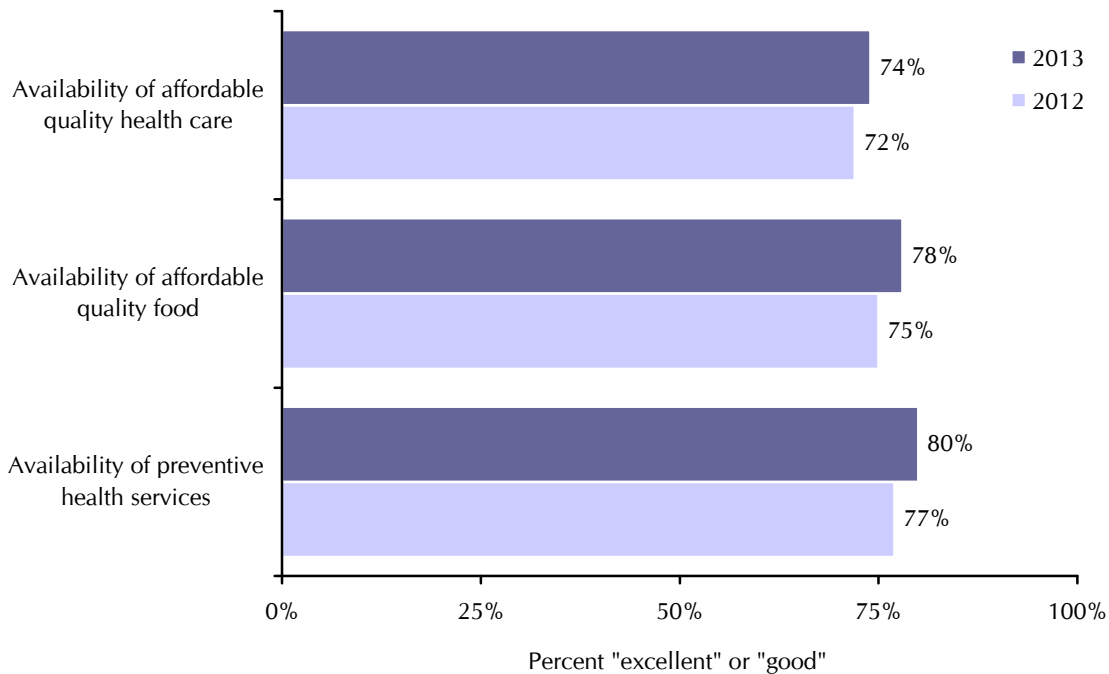


FIGURE 62: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	National comparison	Selected cities comparison
Availability of affordable quality health care	Much above	Much above
Availability of affordable quality food	Much above	Similar
Availability of preventive health services	Much above	Much above

Health services in Bloomington were rated above the Benchmarks.

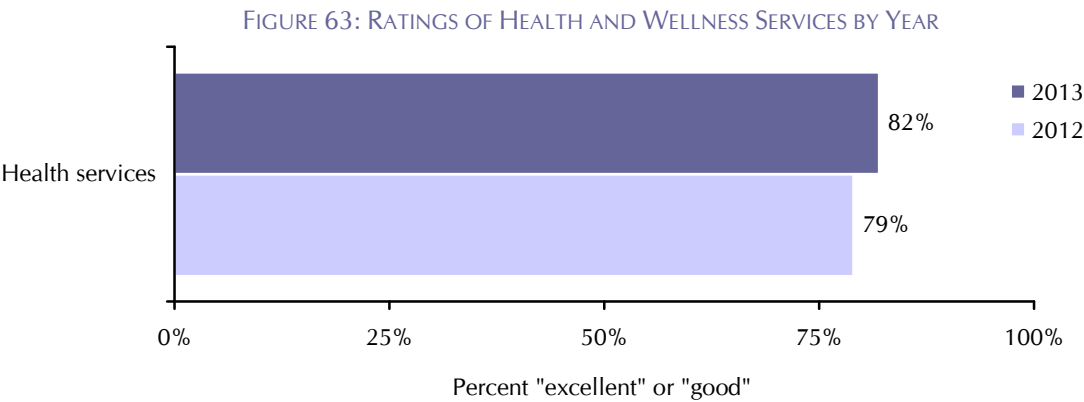


FIGURE 64: HEALTH AND WELLNESS SERVICES BENCHMARKS

	National comparison	Selected cities comparison
Health services	Much above	Above

COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of Bloomington as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

A high percentage of residents rated Bloomington as an “excellent” or “good” place to raise kids and a high percentage rated it as an excellent or good place to retire. Most residents felt that the local sense of community was “excellent” or “good.” Most survey respondents felt Bloomington was open and accepting towards people of diverse backgrounds. The availability of affordable quality child care was rated the lowest by residents but was much higher than the benchmarks. Ratings were stable from 2012 to 2013.

FIGURE 65: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

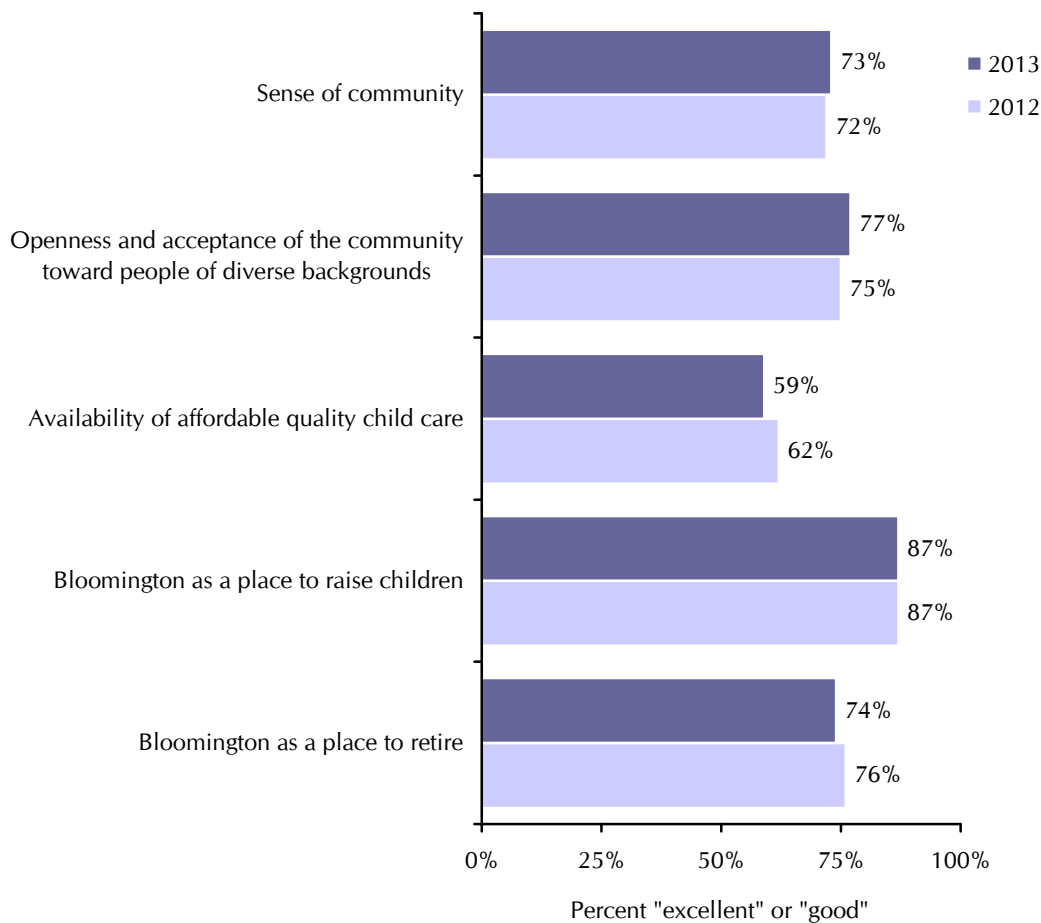


FIGURE 66: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	National comparison	Selected cities comparison
Sense of community	Much above	Above
Openness and acceptance of the community toward people of diverse backgrounds	Much above	Similar
Availability of affordable quality child care	Much above	Much above
Bloomington as a place to raise kids	Much above	Above
Bloomington as a place to retire	Much above	Much above

Services to more vulnerable populations (e.g. seniors, youth or low-income residents) ranged from 71% to 82% with ratings of “excellent” or “good.” All were rated above the benchmarks.

FIGURE 67: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

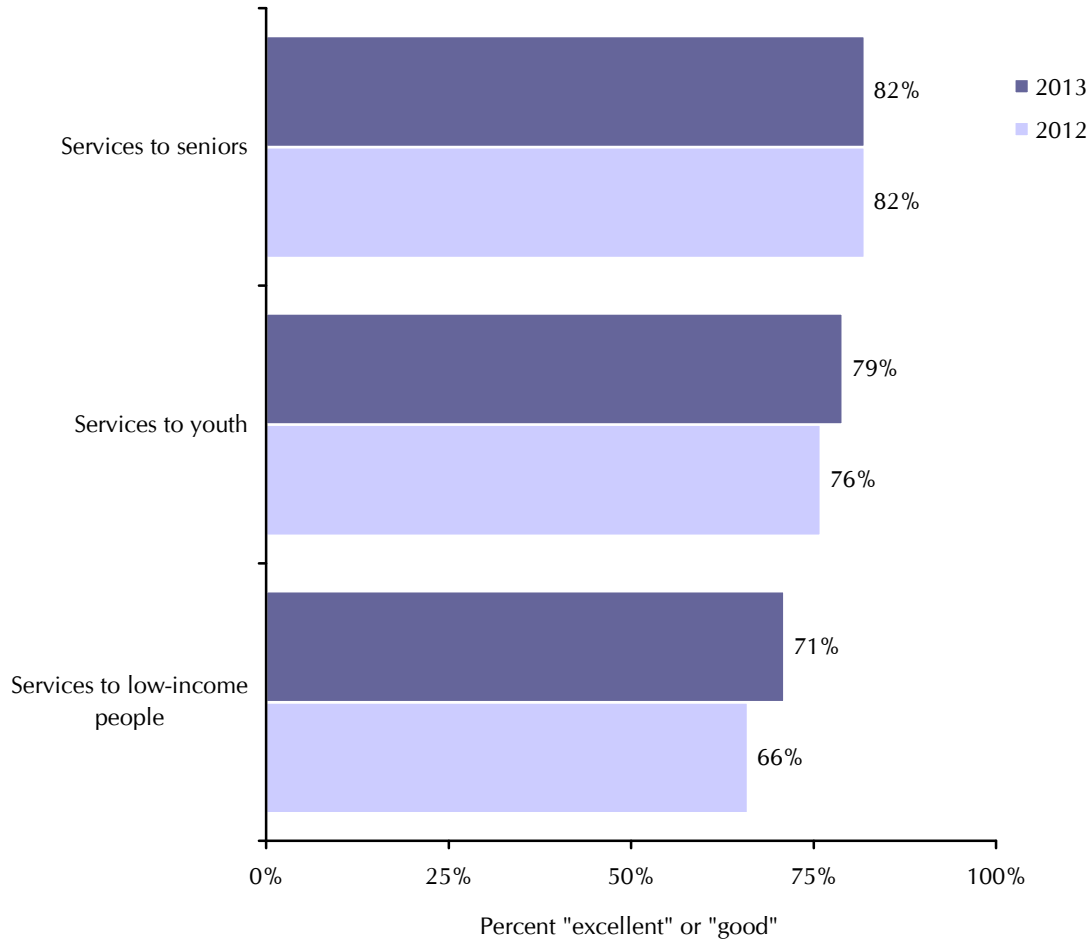


FIGURE 68: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	National comparison	Selected cities comparison
Services to seniors	Much above	Above
Services to youth	Much above	Much above
Services to low income people	Much above	Much above

CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the City can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of Bloomington. Survey participants rated the volunteer opportunities in Bloomington favorably. Opportunities to attend or participate in community matters were rated similarly.

Ratings of civic engagement opportunities were much above ratings from comparison jurisdictions where these questions were asked.

FIGURE 69: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

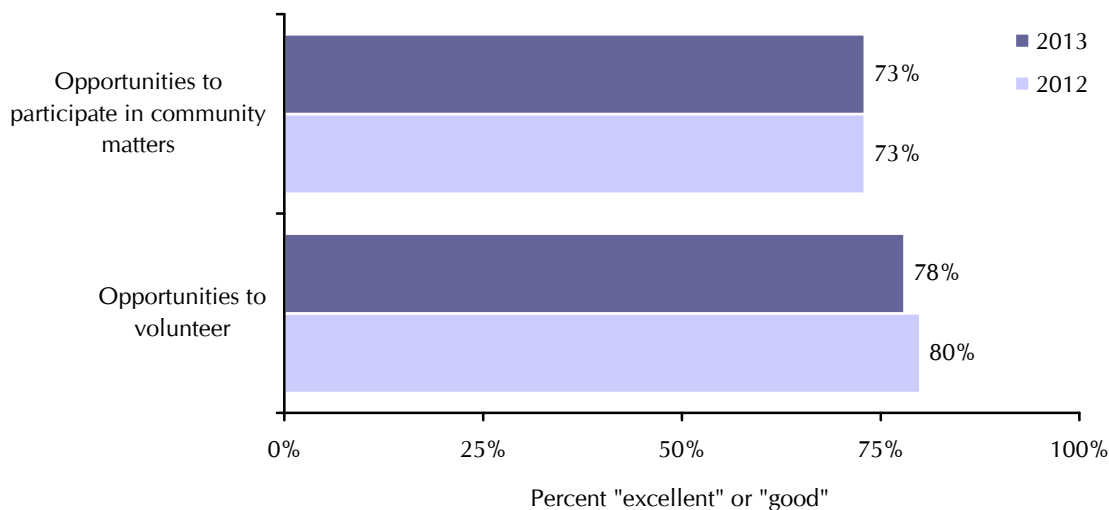


FIGURE 70: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Selected cities comparison
Opportunities to participate in community matters	Much above	Much above
Opportunities to volunteer	Much above	Much above

Most of the participants in this survey had not attended a public meeting, volunteered time to a group or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. These rates of participation tended to be lower than comparison jurisdictions.

FIGURE 71: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

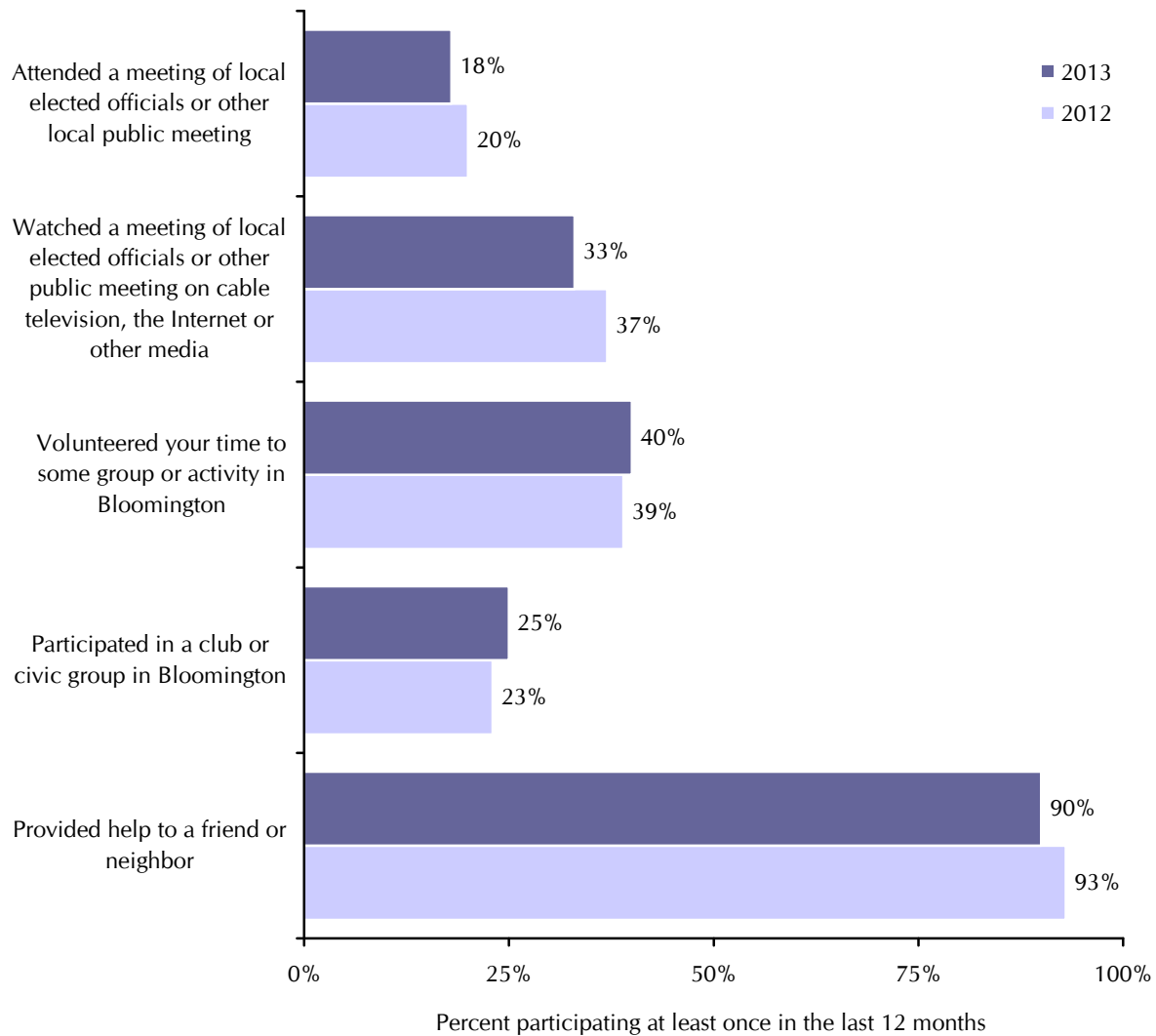
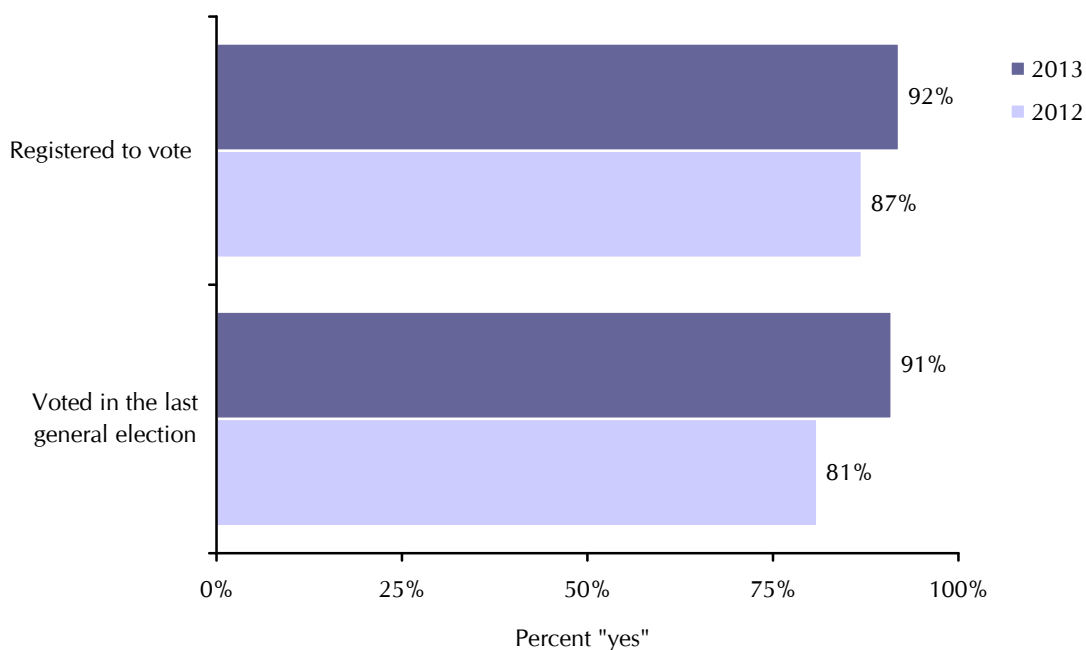


FIGURE 72: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Selected cities comparison
Attended a meeting of local elected officials or other local public meeting	Much less	Less
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	Much less	Much less
Volunteered your time to some group or activity in Bloomington	Less	Similar
Participated in a club or civic group in Bloomington	Much less	Much less
Provided help to a friend or neighbor	Much less	Much less

City of Bloomington residents showed the largest amount of civic engagement in the area of electoral participation. Ninety-two percent reported they were registered to vote and 91% indicated they had voted in the last general election. This rate of self-reported voting was much higher than comparison communities.

FIGURE 73: REPORTED VOTING BEHAVIOR BY YEAR



Note: In addition to the removal of “don’t know” responses, those who said “ineligible to vote” also have been omitted from this calculation. The full frequencies appear in Appendix A.

FIGURE 74: VOTING BEHAVIOR BENCHMARKS

	National comparison	Selected cities comparison
Registered to vote	Much more	Much more
Voted in last general election	Much more	Much more

Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited Bloomington Web site in the previous 12 months, 64% reported they had done so at least once. Public information services were rated favorably compared to benchmark data. Ratings remained stable from 2012 to 2013.

FIGURE 75: USE OF INFORMATION SOURCES

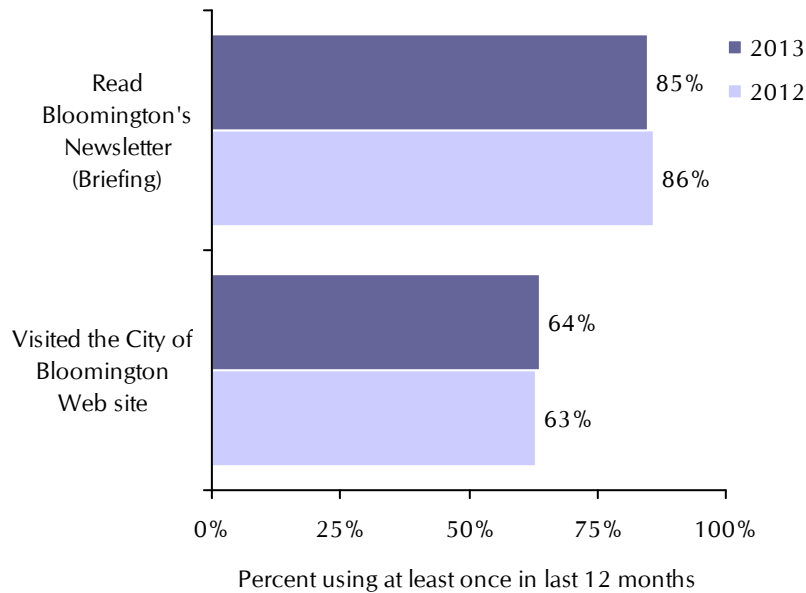


FIGURE 76: USE OF INFORMATION SOURCES BENCHMARKS

	National comparison	Selected cities comparison
Read Bloomington Newsletter	Much more	Much more
Visited the City of Bloomington Web site	More	Similar

FIGURE 77: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

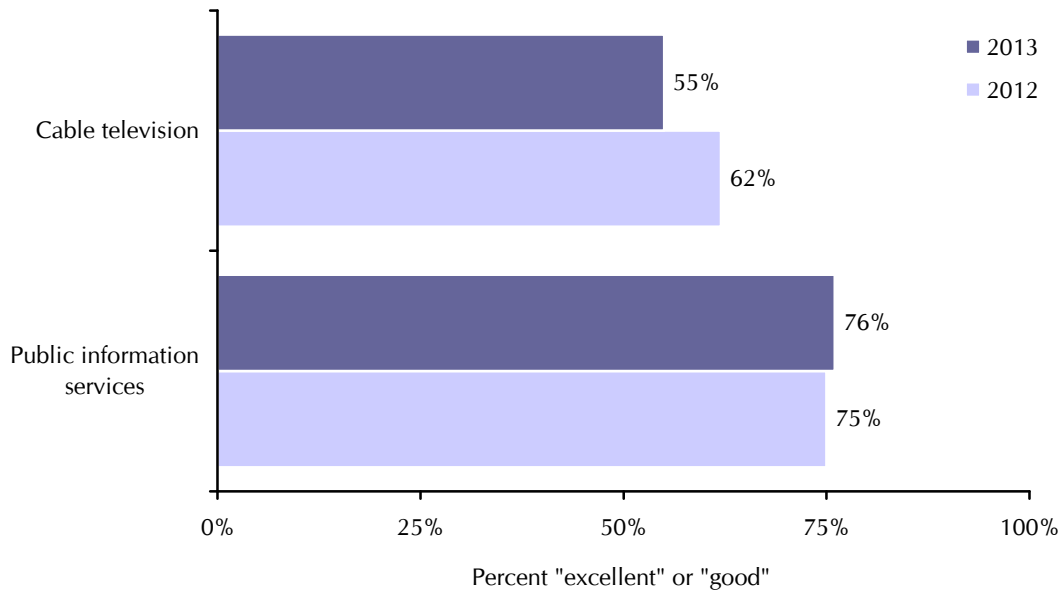


FIGURE 78: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	National comparison	Selected cities comparison
Cable television	Similar	Much below
Public information services	Much above	Above

SOCIAL ENGAGEMENT

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 72% of respondents.

FIGURE 79: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES

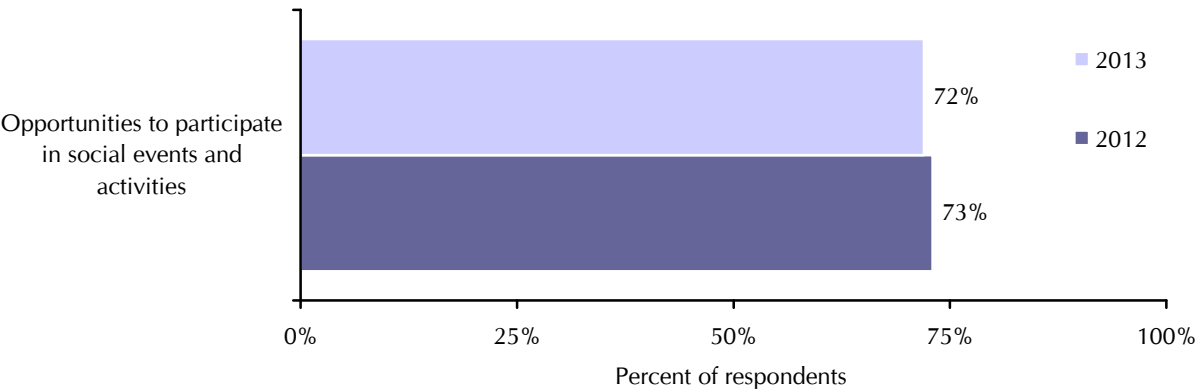


FIGURE 80: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Selected cities comparison
Opportunities to participate in social events and activities	Much above	Similar

Residents in Bloomington reported a fair amount of neighborliness. 46% indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was less than the amount of contact reported in other communities.

FIGURE 81: CONTACT WITH IMMEDIATE NEIGHBORS

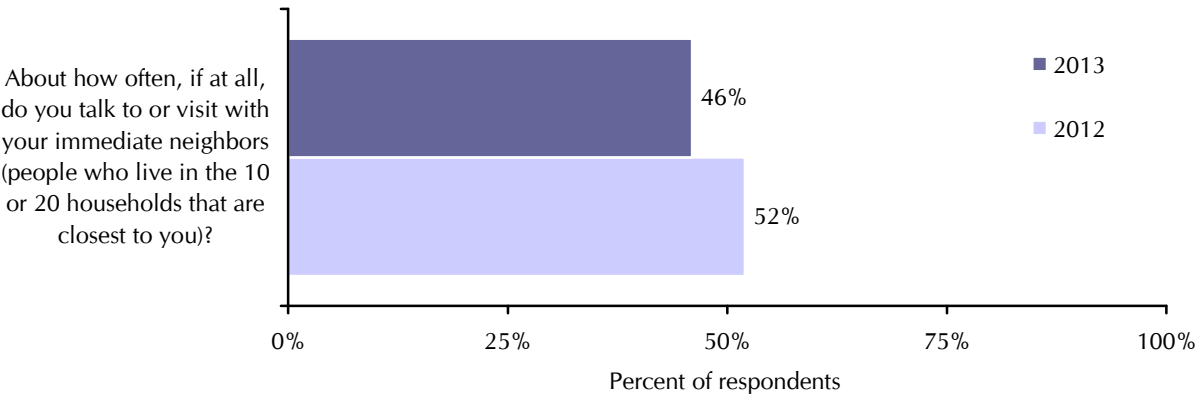


FIGURE 82: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	National comparison	Selected cities comparison
Has contact with neighbors at least several times per week	Less	Less

PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction the City of Bloomington is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by the City of Bloomington could be compared to their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about the City of Bloomington may be colored by their dislike of what all levels of government provide.

A majority of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job the City of Bloomington does at welcoming citizen involvement, 65% rated it as "excellent" or "good." Of these four ratings, all were above the benchmarks.

FIGURE 83: PUBLIC TRUST RATINGS BY YEAR

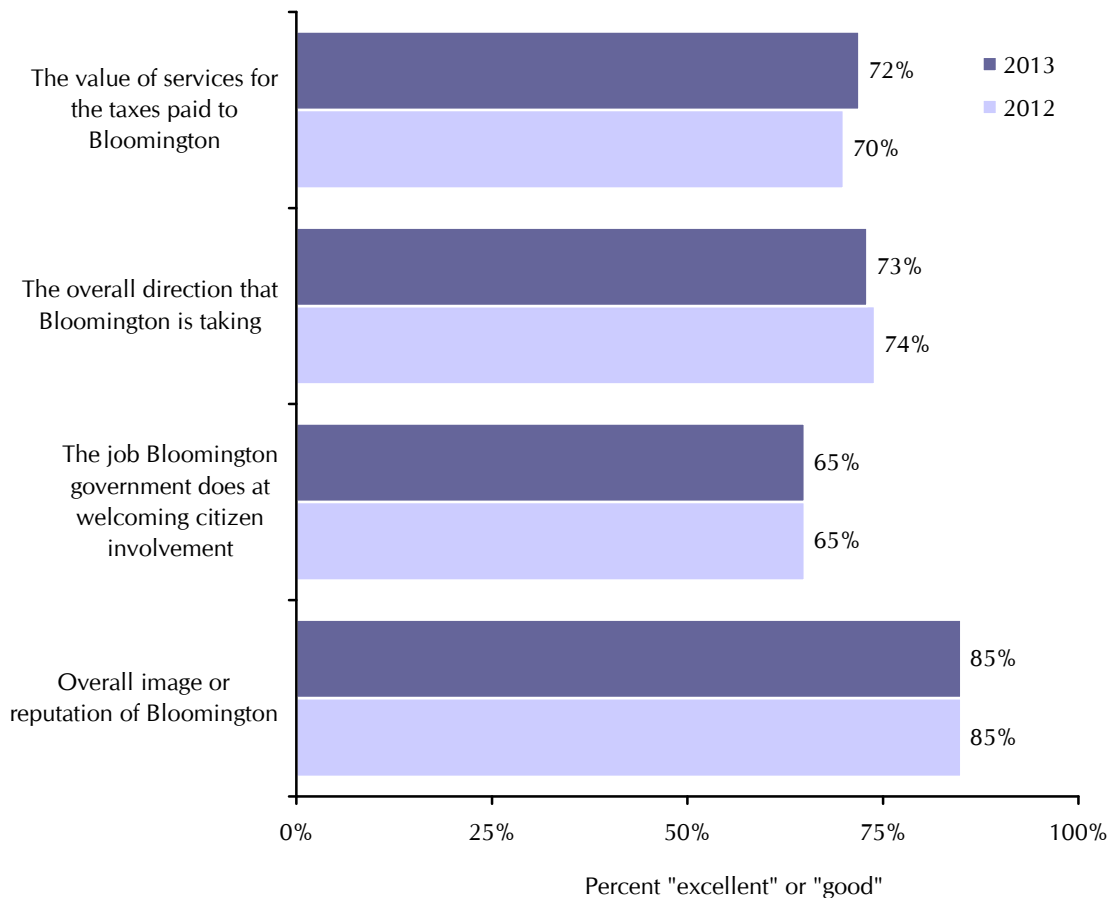


FIGURE 84: PUBLIC TRUST BENCHMARKS

	National comparison	Selected cities comparison
Value of services for the taxes paid to Bloomington	Much above	Much above
The overall direction that Bloomington is taking	Much above	Much above
Job Bloomington government does at welcoming citizen involvement	Much above	Much above
Overall image or reputation of Bloomington	Much above	Above

On average, Bloomington residents gave the highest evaluations to their own local government and the lowest average rating to the Federal Government. The overall quality of services delivered by the City of Bloomington was rated as “excellent” or “good” by 87% of survey participants. The City of Bloomington’s rating was above the benchmark when compared to other communities. Ratings of overall City services remained stable from 2012 to 2013.

FIGURE 85: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

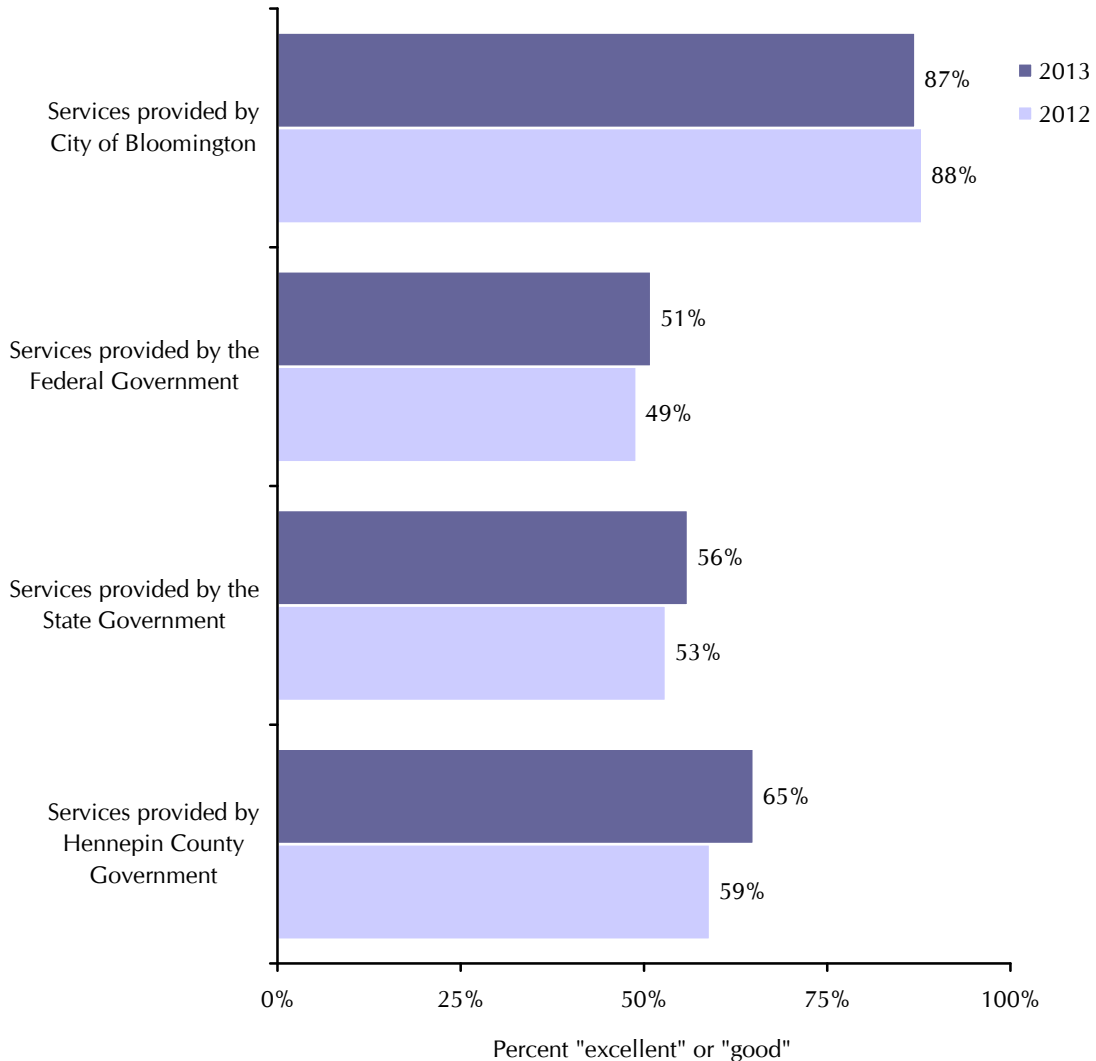


FIGURE 86: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	National comparison	Selected cities comparison
Services provided by the City of Bloomington	Much above	Much above
Services provided by the Federal Government	Much above	Much above
Services provided by the State Government	Much above	Much above
Services provided by Hennepin County Government	Much above	Much above

City of Bloomington Employees

The employees of the City of Bloomington who interact with the public create the first impression that most residents have of the City of Bloomington. Front line staff who provide information, assist with bill paying, create service schedules, fight fires and crime and even give traffic tickets are the collective face of the City of Bloomington. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with the City of Bloomington staff.

Those completing the survey were asked if they had been in contact with a City employee either in-person, over the phone or via email in the last 12 months; the 41% who reported that they had been in contact (a percent that is lower than the national benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 83% of respondents rated their overall impression as "excellent" or "good." Employees ratings were higher than the benchmarks and were similar to the past survey.

FIGURE 87: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

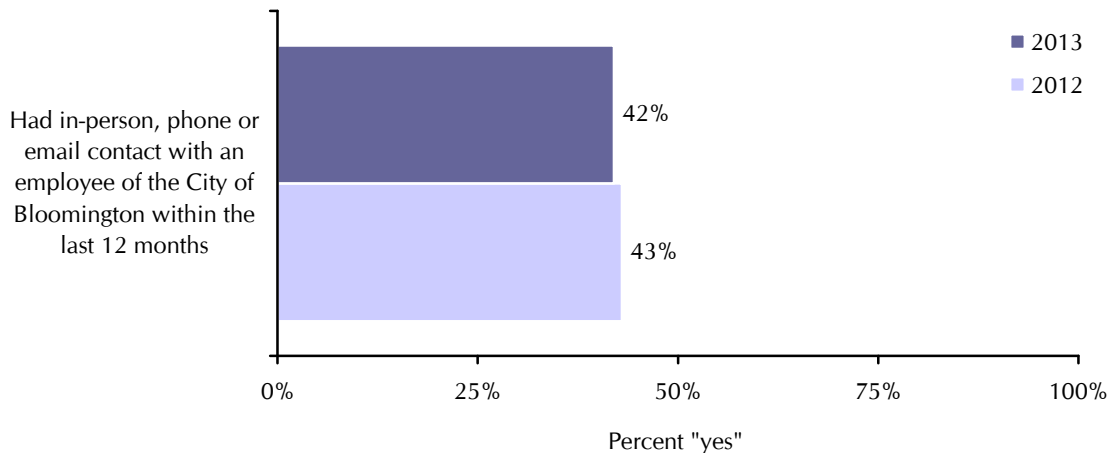


FIGURE 88: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	National comparison	Selected cities comparison
Had contact with City employee(s) in last 12 months	Much less	More

FIGURE 89: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

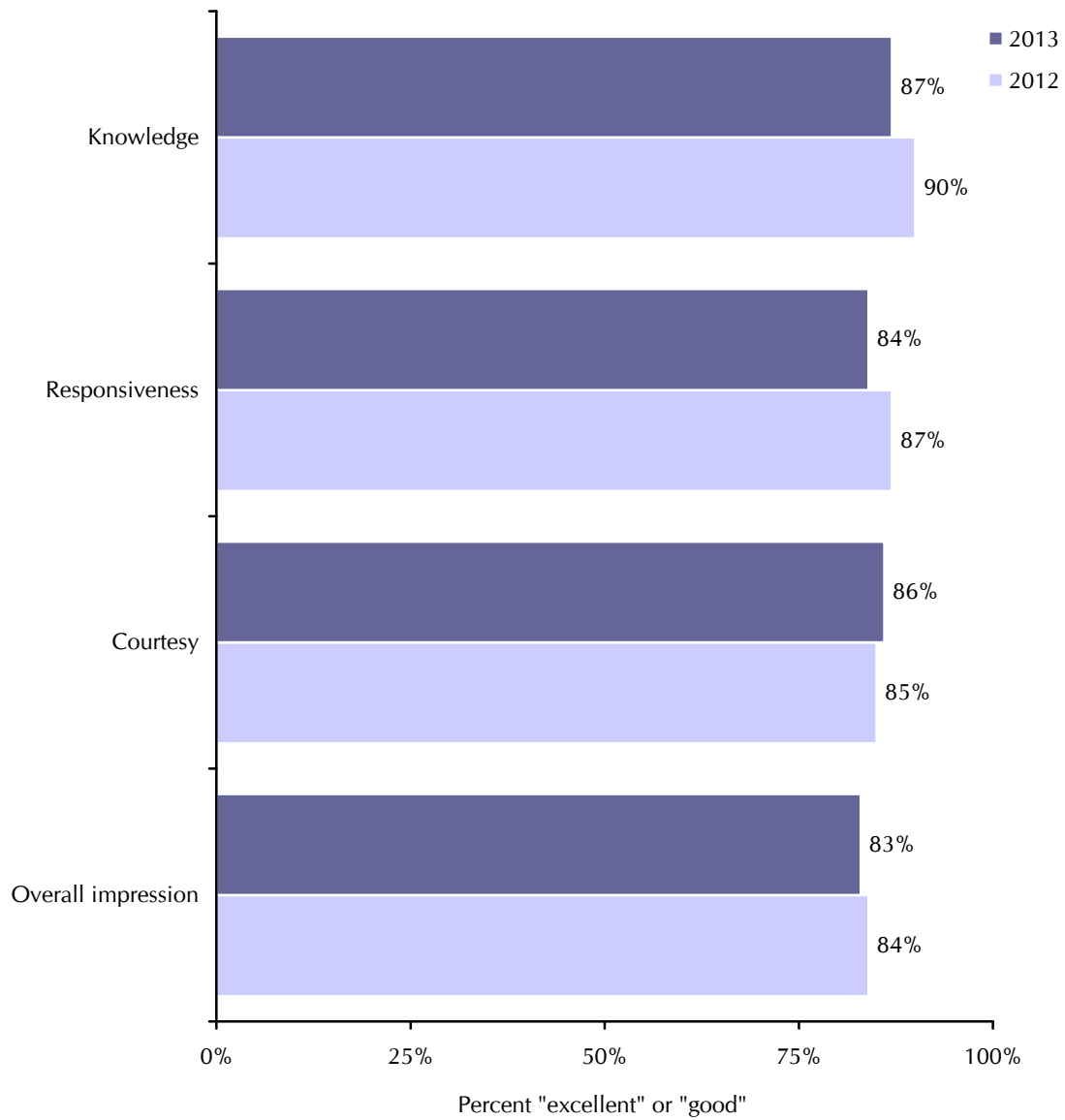


FIGURE 90: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	National comparison	Selected cities comparison
Knowledge	Much above	Much above
Responsiveness	Much above	Much above
Courteousness	Much above	Above
Overall impression	Much above	Much above

FROM DATA TO ACTION

RESIDENT PRIORITIES

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using KDA, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A KDA was conducted for the City of Bloomington by examining the relationships between ratings of each service and ratings of the City of Bloomington's overall services. Those Key Driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Bloomington can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

Services found to be most strongly correlated with ratings of overall service quality from the Bloomington Key Driver Analysis were:

- City parks
- Health services
- Preservation of natural areas
- Public information services

CITY OF BLOOMINGTON ACTION CHART

The 2013 City of Bloomington Action Chart™ on the following page combines two dimensions of performance:

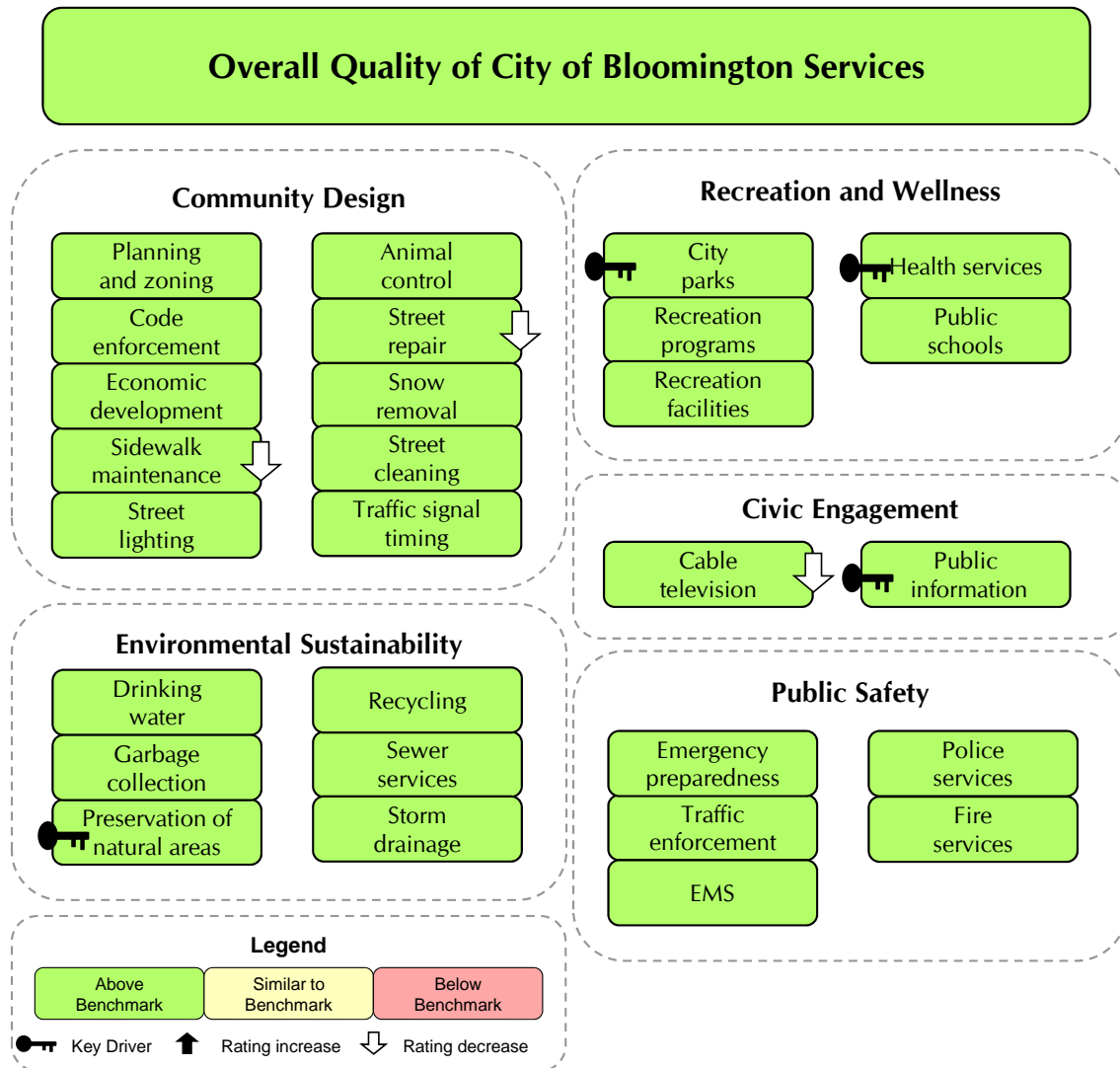
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates it as a key driver for the City.
- Trendline icons (up and down arrows), indicating whether the current ratings are higher or lower than the previous survey.

Twenty-eight services were included in the KDA for the City of Bloomington. Of these, all 28 were above the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are not at least similar to the benchmark. In the case of Bloomington, no key drivers were below the benchmark. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering “don’t know” were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Including “Don’t Know” Responses for the percent “don’t know” for each service.

FIGURE 91: CITY OF BLOOMINGTON ACTION CHART™



Using Your Action Chart™

The key drivers derived for the City of Bloomington provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the City of Bloomington, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in Bloomington, planning and zoning and police services may be obvious links to overall service delivery (and each is a key driver from our national database), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police and land use planning to be delivered. But animal control could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of animal control, was there a visible case of violation prior to the survey data collection? Do Bloomington residents have different expectations for animal control than what current policy provides? Are the rare instances of violation serious enough to cause a word of mouth campaign about service delivery?

If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated (in bold typeface and with the symbol "•"), the City of Bloomington key drivers that overlap core services or the nationally derived keys. In general, key drivers below the benchmark may be targeted for improvement. Additionally, we have indicated (with the symbol "◦") those services that neither are local nor national key drivers nor are they core services. It is these services that could be considered first for resource reductions.

FIGURE 92: KEY DRIVERS COMPARED

Service	City of Bloomington Key Driver	National Key Driver	Core Service
Police services		✓	✓
Fire services			✓
Ambulance and emergency medical services			✓
◦ Traffic enforcement			
Street repair			✓
◦ Street cleaning			
◦ Street lighting			
◦ Snow removal			
◦ Sidewalk maintenance			
Traffic signal timing			
Garbage collection			✓
◦ Recycling			
Storm drainage			✓
Drinking water			✓
Sewer services			✓
City parks	✓		
◦ Recreation programs or classes			
◦ Recreation centers or facilities			
Land use planning and zoning		✓	
Code enforcement			✓
◦ Animal control			
Economic development		✓	
• Health services	✓		✓
• Public information services	✓	✓	
Public schools		✓	
◦ Cable television			
◦ Emergency preparedness			
Preservation of natural areas	✓		

• Key driver overlaps with national and or core services

◦ Service may be targeted for reduction; it is not a key driver or core service

CUSTOM QUESTIONS

Custom Question 1					
How important, if at all, is it for Bloomington to address each of the following issues over the next five years?	Essential	Very important	Somewhat important	Not at all important	Total
Attracting and retaining small businesses	40%	46%	13%	1%	100%
Redeveloping older commercial areas	29%	47%	21%	3%	100%
Building a sense of community and neighborhood vitality	30%	45%	23%	2%	100%
Traffic congestion	27%	45%	25%	3%	100%
Public transit	24%	39%	31%	6%	100%
Jobs and unemployment	37%	47%	12%	3%	100%
Maintaining competitive schools	51%	36%	11%	2%	100%
Aging infrastructure (e.g., streets, water and sewer, parks and City buildings)	42%	45%	12%	1%	100%
Aging population	25%	47%	23%	5%	100%
Racial and ethnic diversity	14%	37%	34%	15%	100%
Poverty and social service needs	18%	41%	34%	7%	100%
Property taxes	29%	48%	20%	3%	100%
House values	35%	47%	15%	2%	100%
Housing maintenance	27%	52%	19%	3%	100%
Housing and services for seniors	27%	42%	26%	4%	100%
Affordable housing	27%	41%	27%	6%	100%
Foreclosures and vacant properties	24%	45%	27%	4%	100%
Crime	53%	34%	12%	1%	100%
Maintaining City services	42%	47%	10%	1%	100%

Custom Question 2					
The City has a strategic plan focused on implementing sustainable practices. Please indicate how important, if at all, it is for the City to carry out each of the following potential actions	Essential	Very important	Somewhat important	Not at all important	Total
Replace lights and equipment to reduce energy consumption in City buildings	22%	42%	33%	4%	100%
Install solar panels on City buildings	12%	27%	41%	20%	100%
Provide paperless office records, agendas and newsletters	14%	30%	46%	10%	100%
Increase the number of community gardens	11%	26%	42%	20%	100%
Encourage residents and workers to use transit	11%	32%	43%	14%	100%
Renew old play equipment and trails in parks	16%	43%	36%	5%	100%
Add bicycle and walking trails	22%	33%	35%	11%	100%
Plant low-maintenance, drought-tolerant vegetation in parks and medians	18%	34%	38%	9%	100%
Install rain gardens and pavement that absorb storm water runoff	20%	36%	36%	8%	100%
Increase recycling	29%	41%	26%	5%	100%
Organize garbage collection so that only one hauler serves each neighborhood	16%	21%	26%	37%	100%
Implement Nice Ride bicycle sharing	10%	18%	39%	33%	100%
Provide fueling stations for electric and compressed natural gas vehicles	11%	20%	45%	24%	100%
Install car sharing locations	8%	20%	41%	32%	100%

APPENDIX A: COMPLETE SURVEY FREQUENCIES

FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Bloomington:	Excellent	Good	Fair	Poor	Total
Bloomington as a place to live	43%	52%	5%	0%	100%
Your neighborhood as a place to live	40%	46%	11%	3%	100%
Bloomington as a place to raise children	38%	49%	12%	2%	100%
Bloomington as a place to work	32%	52%	14%	2%	100%
Bloomington as a place to retire	30%	44%	20%	6%	100%
The overall quality of life in Bloomington	36%	54%	10%	0%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Bloomington as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	18%	55%	24%	3%	100%
Openness and acceptance of the community toward people of diverse backgrounds	17%	61%	21%	2%	100%
Overall appearance of Bloomington	19%	61%	18%	2%	100%
Cleanliness of Bloomington	22%	61%	16%	1%	100%
Overall quality of new development in Bloomington	17%	58%	22%	3%	100%
Variety of housing options	21%	53%	22%	4%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Bloomington as a whole:	Excellent	Good	Fair	Poor	Total
Overall quality of business and service establishments in Bloomington	24%	55%	18%	3%	100%
Shopping opportunities	44%	41%	13%	3%	100%
Opportunities to attend cultural activities	20%	51%	23%	5%	100%
Recreational opportunities	30%	50%	17%	3%	100%
Employment opportunities	14%	53%	28%	5%	100%
Educational opportunities	25%	56%	17%	2%	100%
Opportunities to participate in social events and activities	20%	52%	24%	4%	100%
Opportunities to volunteer	28%	50%	20%	2%	100%
Opportunities to participate in community matters	21%	52%	25%	3%	100%
Ease of car travel in Bloomington	26%	51%	19%	3%	100%
Ease of bus travel in Bloomington	16%	43%	29%	12%	100%
Ease of light rail travel in Bloomington	19%	46%	24%	10%	100%
Ease of bicycle travel in Bloomington	18%	47%	29%	6%	100%
Ease of walking in Bloomington	25%	51%	20%	4%	100%
Availability of paths and walking trails	27%	49%	19%	4%	100%
Traffic flow on major streets	11%	52%	30%	7%	100%
Availability of affordable quality housing	12%	52%	29%	8%	100%
Availability of affordable quality child care	13%	46%	33%	9%	100%
Availability of affordable quality health care	17%	57%	22%	4%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Bloomington as a whole:	Excellent	Good	Fair	Poor	Total
Availability of affordable quality food	23%	55%	19%	3%	100%
Availability of preventive health services	21%	59%	17%	3%	100%
Air quality	22%	61%	15%	2%	100%
Quality of overall natural environment in Bloomington	26%	61%	11%	1%	100%
Overall image or reputation of Bloomington	24%	61%	14%	1%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Bloomington over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	1%	6%	74%	14%	4%	100%
Retail growth (stores, restaurants, etc.)	4%	26%	64%	5%	1%	100%
Jobs growth	12%	46%	41%	1%	0%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Bloomington?	Percent of respondents
Not a problem	21%
Minor problem	52%
Moderate problem	22%
Major problem	5%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Bloomington:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	42%	43%	11%	4%	1%	100%
Property crimes (e.g., burglary, theft)	26%	48%	13%	11%	2%	100%
Environmental hazards, including toxic waste	52%	32%	12%	3%	0%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	75%	22%	2%	1%	0%	100%
In your neighborhood after dark	38%	46%	7%	7%	2%	100%
In Bloomington's shopping areas during the day	65%	29%	4%	2%	0%	100%
In Bloomington's shopping areas after dark	26%	49%	13%	10%	2%	100%

Question 7: Contact with Police Department			
Have you had any in-person or phone contact with an employee of the City of Bloomington Police Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Bloomington Police Department within the last 12 months?	72%	28%	100%

Question 8: Ratings of Contact with Police Department					
What was your overall impression of your most recent contact with the City of Bloomington Police Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Bloomington Police Department?	45%	33%	15%	8%	100%

Question 9: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	94%
Yes	6%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	14%
Yes	86%
Total	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Bloomington?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Bloomington recreation facilities	32%	24%	25%	9%	10%	100%
Participated in a recreation program or activity	55%	23%	12%	5%	5%	100%
Visited a neighborhood park or City park	15%	22%	32%	15%	16%	100%
Ridden a local bus within Bloomington	78%	10%	5%	2%	5%	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Bloomington?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Attended a meeting of local elected officials or other local public meeting	82%	13%	4%	0%	0%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	67%	18%	10%	3%	1%	100%
Read Bloomington's Newsletter (Briefing)	15%	21%	50%	9%	6%	100%
Visited the City of Bloomington Web site (at www.ci.bloomington.mn.us)	36%	27%	29%	5%	3%	100%
Recycled used paper, cans or bottles from your home	5%	3%	8%	14%	70%	100%
Volunteered your time to some group or activity in Bloomington	60%	16%	10%	5%	9%	100%
Participated in religious or spiritual activities in Bloomington	45%	16%	11%	6%	21%	100%
Participated in a club or civic group in Bloomington	75%	11%	7%	3%	3%	100%
Provided help to a friend or neighbor	10%	23%	38%	17%	12%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	21%
Several times a week	26%
Several times a month	26%
Less than several times a month	27%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Bloomington:	Excellent	Good	Fair	Poor	Total
Police services	45%	45%	8%	2%	100%
Fire services	54%	41%	5%	0%	100%
Ambulance or emergency medical services	52%	41%	6%	0%	100%
Crime prevention	29%	54%	15%	2%	100%
Fire prevention and education	34%	52%	12%	1%	100%
Traffic enforcement	23%	55%	19%	3%	100%
Street repair	8%	39%	36%	16%	100%
Street cleaning	19%	54%	24%	3%	100%
Street lighting	17%	54%	24%	5%	100%
Snow removal	34%	44%	15%	6%	100%
Sidewalk maintenance	15%	43%	31%	11%	100%
Traffic signal timing	11%	49%	30%	11%	100%
Bus or transit services	20%	46%	23%	11%	100%
Garbage collection	35%	53%	10%	2%	100%
Recycling	39%	49%	10%	1%	100%
Yard waste pick-up	34%	51%	12%	3%	100%
Storm drainage	25%	55%	18%	2%	100%
Drinking water	51%	38%	9%	2%	100%
Sewer services	32%	56%	10%	1%	100%
City parks	38%	52%	9%	1%	100%
Recreation programs or classes	26%	60%	13%	1%	100%
Recreation centers or facilities	23%	60%	15%	2%	100%
Land use, planning and zoning	13%	51%	31%	5%	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Bloomington:	Excellent	Good	Fair	Poor	Total
Code enforcement (weeds, abandoned buildings, etc.)	10%	50%	31%	9%	100%
Animal control	16%	60%	20%	4%	100%
Economic development	12%	58%	26%	3%	100%
Health services	20%	62%	16%	2%	100%
Services to seniors	22%	60%	16%	2%	100%
Services to youth	18%	61%	18%	2%	100%
Services to low-income people	18%	53%	23%	6%	100%
Public information services	18%	58%	21%	3%	100%
Public schools	28%	55%	15%	2%	100%
Cable television	12%	42%	32%	13%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	20%	56%	22%	2%	100%
Preservation of natural areas such as open space and greenbelts	24%	54%	20%	2%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Bloomington	29%	58%	12%	1%	100%
The Federal Government	7%	44%	31%	18%	100%
The State Government	7%	49%	34%	10%	100%
Hennepin County Government	9%	56%	29%	6%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Bloomington to someone who asks	59%	35%	4%	2%	100%
Remain in Bloomington for the next five years	63%	26%	7%	4%	100%

Question 16: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	6%
Somewhat positive	20%
Neutral	48%
Somewhat negative	21%
Very negative	4%
Total	100%

Question 17: Contact with Fire Department			
Have you had any in-person or phone contact with an employee of the City of Bloomington Fire Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Bloomington Fire Department within the last 12 months?	89%	11%	100%

Question 18: Ratings of Contact with Fire Department					
What was your overall impression of your most recent contact with the City of Bloomington Fire Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Bloomington Fire Department?	70%	26%	3%	2%	100%

Question 19: Contact with City Employees	
Have you had any in-person, phone or email with an employee of the City of Bloomington within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	58%
Yes	42%
Total	100%

Question 20: City Employees					
What was your impression of the employee(s) of the City of Bloomington in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	45%	43%	11%	2%	100%
Responsiveness	48%	36%	12%	4%	100%
Courtesy	51%	35%	12%	3%	100%
Overall impression	46%	37%	14%	3%	100%

Question 21: Government Performance					
Please rate the following categories of Bloomington government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Bloomington	18%	54%	23%	5%	100%
The overall direction that Bloomington is taking	15%	58%	22%	5%	100%

Question 21: Government Performance					
Please rate the following categories of Bloomington government performance:	Excellent	Good	Fair	Poor	Total
The job Bloomington government does at welcoming citizen involvement	14%	51%	28%	7%	100%

Question 22: Custom Question 1					
How important, if at all, is it for Bloomington to address each of the following issues over the next five year?	Essential	Very important	Somewhat important	Not at all important	Total
Attracting and retaining small businesses	40%	46%	13%	1%	100%
Redeveloping older commercial areas	29%	47%	21%	3%	100%
Building a sense of community and neighborhood vitality	30%	45%	23%	2%	100%
Traffic congestion	27%	45%	25%	3%	100%
Public transit	24%	39%	31%	6%	100%
Jobs and unemployment	37%	47%	12%	3%	100%
Maintaining competitive schools	51%	36%	11%	2%	100%
Aging infrastructure (e.g., streets, water and sewer, parks and City buildings)	42%	45%	12%	1%	100%
Aging population	25%	47%	23%	5%	100%
Racial and ethnic diversity	14%	37%	34%	15%	100%
Poverty and social service needs	18%	41%	34%	7%	100%
Property taxes	29%	48%	20%	3%	100%
House values	35%	47%	15%	2%	100%
Housing maintenance	27%	52%	19%	3%	100%
Housing and services for seniors	27%	42%	26%	4%	100%
Affordable housing	27%	41%	27%	6%	100%
Foreclosures and vacant properties	24%	45%	27%	4%	100%

Question 22: Custom Question 1					
How important, if at all, is it for Bloomington to address each of the following issues over the next five year?	Essential	Very important	Somewhat important	Not at all important	Total
Crime	53%	34%	12%	1%	100%
Maintaining City services	42%	47%	10%	1%	100%

Question 23: Custom Question 2					
The City has a strategic plan focused on implementing sustainable practices. Please indicate how important, if at all, it is for the City to carry out each of the following potential actions	Essential	Very important	Somewhat important	Not at all important	Total
Replace lights and equipment to reduce energy consumption in City buildings	22%	42%	33%	4%	100%
Install solar panels on City buildings	12%	27%	41%	20%	100%
Provide paperless office records, agendas and newsletters	14%	30%	46%	10%	100%
Increase the number of community gardens	11%	26%	42%	20%	100%
Encourage residents and workers to use transit	11%	32%	43%	14%	100%
Renew old play equipment and trails in parks	16%	43%	36%	5%	100%
Add bicycle and walking trails	22%	33%	35%	11%	100%
Plant low-maintenance, drought-tolerant vegetation in parks and medians	18%	34%	38%	9%	100%
Install rain gardens and pavement that absorb storm water runoff	20%	36%	36%	8%	100%
Increase recycling	29%	41%	26%	5%	100%

Question 23: Custom Question 2					
The City has a strategic plan focused on implementing sustainable practices. Please indicate how important, if at all, it is for the City to carry out each of the following potential actions	Essential	Very important	Somewhat important	Not at all important	Total
Organize garbage collection so that only one hauler serves each neighborhood	16%	21%	26%	37%	100%
Implement Nice Ride bicycle sharing	10%	18%	39%	33%	100%
Provide fueling stations for electric and compressed natural gas vehicles	11%	20%	45%	24%	100%
Install car sharing locations	8%	20%	41%	32%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	32%
Yes, full-time	56%
Yes, part-time	13%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	74%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	7%
Bus, rail or other public transportation	6%
Walk	2%
Bicycle	2%
Work at home	8%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Bloomington?	Percent of respondents
Less than 2 years	13%
2 to 5 years	16%
6 to 10 years	12%
11 to 20 years	19%
More than 20 years	41%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	57%
House attached to one or more houses (e.g., a duplex or townhome)	6%
Building with two or more apartments or condominiums	35%
Mobile home	0%
Other	2%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	31%
Owned by you or someone in this house with a mortgage or free and clear	69%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	3%
\$300 to \$599 per month	13%
\$600 to \$999 per month	31%
\$1,000 to \$1,499 per month	29%
\$1,500 to \$2,499 per month	19%
\$2,500 or more per month	5%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	75%
Yes	25%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	70%
Yes	30%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	14%
\$25,000 to \$49,999	28%
\$50,000 to \$99,999	36%
\$100,000 to \$149,999	13%
\$150,000 or more	9%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	97%
Yes, I consider myself to be Spanish, Hispanic or Latino	3%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	2%
Asian, Asian Indian or Pacific Islander	5%
Black or African American	5%
White	87%
Other	5%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	4%
25 to 34 years	21%
35 to 44 years	11%
45 to 54 years	23%
55 to 64 years	16%
65 to 74 years	11%
75 years or older	14%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	52%
Male	48%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	8%
Yes	90%
Ineligible to vote	2%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	9%
Yes	88%
Ineligible to vote	3%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	7%
Yes	93%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	36%
Yes	64%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	20%
Land line	60%
Both	20%
Total	100%

FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Bloomington:	Excellent		Good		Fair		Poor		Don't know		Total	
Bloomington as a place to live	43%	426	52%	508	5%	45	0%	2	0%	1	100%	982
Your neighborhood as a place to live	40%	391	46%	452	11%	108	3%	25	1%	5	100%	981
Bloomington as a place to raise children	32%	311	41%	403	10%	97	1%	12	16%	151	100%	975
Bloomington as a place to work	24%	233	39%	377	11%	103	1%	14	25%	245	100%	973
Bloomington as a place to retire	23%	224	34%	330	15%	146	5%	46	23%	226	100%	973
The overall quality of life in Bloomington	36%	347	54%	530	10%	94	0%	4	0%	1	100%	976

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Bloomington as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Sense of community	17%	164	52%	497	23%	217	3%	31	5%	47	100%	955
Openness and acceptance of the community toward people of diverse backgrounds	15%	142	54%	524	18%	178	2%	17	11%	109	100%	970
Overall appearance of Bloomington	19%	183	60%	590	18%	178	2%	21	0%	4	100%	976
Cleanliness of Bloomington	22%	212	60%	591	16%	158	1%	13	0%	3	100%	977
Overall quality of new development in Bloomington	15%	147	50%	489	19%	183	3%	29	13%	126	100%	974
Variety of housing options	20%	190	49%	478	21%	200	3%	33	7%	72	100%	974
Overall quality of business and service establishments in Bloomington	23%	226	54%	528	17%	169	3%	31	2%	19	100%	973
Shopping opportunities	44%	426	40%	395	13%	126	3%	25	0%	4	100%	975

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Bloomington as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Opportunities to attend cultural activities	17%	167	43%	422	20%	191	4%	43	15%	151	100%	974
Recreational opportunities	28%	274	48%	462	16%	158	3%	27	5%	51	100%	972
Employment opportunities	10%	98	39%	377	21%	204	4%	38	26%	254	100%	971
Educational opportunities	22%	217	49%	480	15%	144	2%	16	12%	114	100%	971
Opportunities to participate in social events and activities	18%	172	47%	454	21%	208	3%	32	11%	108	100%	974
Opportunities to volunteer	23%	225	41%	398	16%	159	2%	15	18%	176	100%	973
Opportunities to participate in community matters	17%	162	42%	408	20%	193	2%	23	18%	178	100%	964
Ease of car travel in Bloomington	26%	252	51%	494	19%	183	3%	34	1%	14	100%	977
Ease of bus travel in Bloomington	10%	96	26%	255	18%	171	7%	70	39%	377	100%	969
Ease of light rail travel in Bloomington	15%	142	36%	346	19%	180	8%	77	23%	220	100%	965

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Bloomington as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Ease of bicycle travel in Bloomington	14%	134	37%	357	23%	224	5%	47	22%	211	100%	973
Ease of walking in Bloomington	24%	231	48%	466	19%	183	4%	41	4%	42	100%	964
Availability of paths and walking trails	26%	250	46%	448	18%	176	4%	36	6%	61	100%	972
Traffic flow on major streets	11%	103	51%	497	29%	285	7%	69	2%	15	100%	969
Availability of affordable quality housing	9%	90	42%	402	23%	222	7%	64	19%	184	100%	962
Availability of affordable quality child care	5%	52	19%	183	14%	131	4%	35	58%	552	100%	952
Availability of affordable quality health care	13%	130	45%	433	18%	171	3%	31	21%	203	100%	969
Availability of affordable quality food	22%	217	53%	516	19%	180	3%	27	3%	30	100%	969
Availability of preventive health services	17%	161	46%	451	14%	133	2%	22	21%	203	100%	970
Air quality	21%	207	58%	566	14%	137	2%	16	5%	48	100%	975

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Bloomington as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Quality of overall natural environment in Bloomington	26%	255	60%	590	11%	108	1%	10	2%	16	100%	978
Overall image or reputation of Bloomington	24%	234	60%	582	14%	135	1%	11	1%	14	100%	975

Question 3: Growth													
Please rate the speed of growth in the following categories in Bloomington over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total
Population growth	0%	5	4%	40	48%	471	9%	92	3%	28	35%	336	100% 971
Retail growth (stores, restaurants, etc.)	3%	31	22%	209	52%	501	4%	38	1%	10	19%	183	100% 972
Jobs growth	6%	61	24%	228	21%	202	0%	4	0%	1	49%	474	100% 970

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Bloomington?	Percent of respondents	Count
Not a problem	19%	178
Minor problem	47%	445
Moderate problem	20%	192
Major problem	5%	43
Don't know	10%	93
Total	100%	951

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Bloomington:														
	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
Violent crime (e.g., rape, assault, robbery)	41%	392	41%	400	11%	104	4%	36	1%	8	3%	25	100%	966
Property crimes (e.g., burglary, theft)	25%	242	46%	446	13%	121	11%	106	2%	19	3%	26	100%	961
Environmental hazards, including toxic waste	47%	454	29%	282	11%	101	3%	27	0%	4	10%	92	100%	960

Question 6: Personal Safety													
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total
In your neighborhood during the day	75%	722	22%	211	2%	19	1%	11	0%	5	0%	2	100% 969
In your neighborhood after dark	38%	364	45%	438	7%	71	7%	68	1%	14	1%	11	100% 967
In Bloomington's shopping areas during the day	65%	628	29%	284	3%	34	2%	16	0%	2	0%	3	100% 967
In Bloomington's shopping areas after dark	25%	238	47%	454	13%	125	10%	98	2%	15	4%	36	100% 966

Question 7: Contact with Police Department								
Have you had any in-person or phone contact with an employee of the City of Bloomington Police Department within the last 12 months?	No		Yes		Don't know		Total	
Have you had any in-person or phone contact with an employee of the City of Bloomington Police Department within the last 12 months?	72%	695	27%	265	0%	4	100%	963

Question 8: Ratings of Contact with Police Department												
What was your overall impression of your most recent contact with the City of Bloomington Police Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the City of Bloomington Police Department?	45%	108	33%	79	15%	35	8%	18	0%	0	100%	240

Question 9: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	93%	895
Yes	6%	59
Don't know	1%	8
Total	100%	962

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	14%	8
Yes	86%	50
Don't know	0%	0
Total	100%	58

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Bloomington?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Used Bloomington recreation facilities	32%	307	24%	228	25%	241	9%	84	10%	100	100%	959

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Bloomington?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Participated in a recreation program or activity	55%	525	23%	220	12%	112	5%	43	5%	50	100%	950
Visited a neighborhood park or City park	15%	140	22%	209	32%	304	15%	145	16%	154	100%	952
Ridden a local bus within Bloomington	78%	750	10%	96	5%	47	2%	17	5%	49	100%	959
Attended a meeting of local elected officials or other local public meeting	82%	794	13%	129	4%	37	0%	3	0%	4	100%	967
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	67%	652	18%	176	10%	96	3%	30	1%	13	100%	967

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Bloomington?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Read Bloomington's Newsletter (Briefing)	15%	140	21%	200	50%	482	9%	85	6%	54	100%	961
Visited the City of Bloomington Web site (at www.ci.bloomington.mn.us)	36%	342	27%	258	29%	282	5%	50	3%	25	100%	957
Recycled used paper, cans or bottles from your home	5%	46	3%	33	8%	72	14%	135	70%	666	100%	952
Volunteered your time to some group or activity in Bloomington	60%	572	16%	156	10%	99	5%	48	9%	82	100%	957
Participated in religious or spiritual activities in Bloomington	45%	434	16%	155	11%	107	6%	62	21%	203	100%	961

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Bloomington?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Participated in a club or civic group in Bloomington	75%	725	11%	107	7%	67	3%	31	3%	30	100%	961
Provided help to a friend or neighbor	10%	99	23%	221	38%	361	17%	161	12%	118	100%	961

Question 12: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	21%	199
Several times a week	26%	246
Several times a month	26%	253
Less than several times a month	27%	261
Total	100%	960

Question 13: Service Quality												
Please rate the quality of each of the following services in Bloomington:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	40%	384	40%	386	8%	72	1%	13	11%	102	100%	957
Fire services	42%	401	32%	304	4%	40	0%	1	22%	211	100%	957
Ambulance or emergency medical services	36%	349	29%	275	4%	42	0%	1	30%	291	100%	957
Crime prevention	23%	218	42%	402	12%	115	1%	12	22%	205	100%	951
Fire prevention and education	23%	222	36%	339	8%	79	1%	5	32%	301	100%	947
Traffic enforcement	20%	185	48%	452	17%	157	3%	26	13%	127	100%	948
Street repair	7%	71	39%	367	36%	340	16%	153	2%	22	100%	953
Street cleaning	18%	175	53%	503	23%	223	3%	31	2%	18	100%	951
Street lighting	17%	158	53%	507	24%	229	5%	45	1%	11	100%	950
Snow removal	34%	320	44%	419	15%	143	6%	60	1%	10	100%	952
Sidewalk maintenance	13%	123	38%	362	28%	265	10%	97	11%	104	100%	951
Traffic signal timing	10%	98	48%	453	29%	279	11%	100	2%	19	100%	949
Bus or transit services	11%	102	25%	237	13%	120	6%	54	46%	435	100%	948
Garbage collection	33%	314	50%	478	10%	94	2%	14	5%	48	100%	949
Recycling	37%	356	47%	449	10%	92	1%	10	5%	48	100%	954
Yard waste pick-up	27%	261	40%	383	10%	93	2%	20	21%	196	100%	952
Storm drainage	21%	199	47%	441	16%	148	2%	20	15%	140	100%	949
Drinking water	50%	475	37%	355	9%	89	2%	18	2%	20	100%	956

Question 13: Service Quality												
Please rate the quality of each of the following services in Bloomington:	Excellent		Good		Fair		Poor		Don't know		Total	
Sewer services	28%	264	48%	461	9%	86	1%	10	14%	131	100%	952
City parks	36%	341	49%	463	8%	80	1%	11	5%	48	100%	943
Recreation programs or classes	16%	153	38%	358	8%	79	1%	6	37%	353	100%	949
Recreation centers or facilities	16%	154	42%	397	10%	97	1%	13	30%	277	100%	939
Land use, planning and zoning	9%	82	34%	319	20%	190	3%	29	35%	329	100%	948
Code enforcement (weeds, abandoned buildings, etc.)	7%	69	34%	326	21%	202	6%	61	31%	290	100%	949
Animal control	11%	108	42%	404	14%	135	3%	26	29%	278	100%	951
Economic development	8%	79	42%	393	19%	177	2%	23	29%	271	100%	943
Health services	15%	142	46%	434	12%	112	1%	12	26%	243	100%	943
Services to seniors	13%	124	35%	330	9%	90	1%	9	42%	399	100%	952
Services to youth	10%	92	33%	309	10%	92	1%	12	46%	436	100%	942
Services to low-income people	8%	75	23%	213	10%	91	3%	25	57%	540	100%	943
Public information services	14%	128	43%	408	16%	151	2%	18	25%	235	100%	939

Question 13: Service Quality												
Please rate the quality of each of the following services in Bloomington:	Excellent		Good		Fair		Poor		Don't know		Total	
Public schools	21%	194	41%	385	11%	104	2%	17	26%	243	100%	943
Cable television	9%	89	32%	302	24%	231	10%	95	25%	234	100%	951
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	13%	120	37%	342	15%	136	2%	14	35%	325	100%	937
Preservation of natural areas such as open space and greenbelts	20%	190	46%	427	17%	157	2%	15	15%	141	100%	930

Question 14: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Bloomington	28%	267	56%	530	11%	106	1%	13	4%	38	100%	954
The Federal Government	6%	57	38%	361	27%	255	15%	143	14%	136	100%	951

Question 14: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The State Government	6%	56	43%	410	30%	282	9%	86	12%	118	100%	952
Hennepin County Government	8%	75	49%	462	26%	243	5%	51	13%	121	100%	952

Question 15: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Bloomington to someone who asks	59%	524	34%	305	4%	38	2%	15	1%	13	100%	894
Remain in Bloomington for the next five years	61%	548	25%	224	7%	59	4%	38	3%	24	100%	893

Question 16: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	6%	55
Somewhat positive	20%	183
Neutral	48%	435
Somewhat negative	21%	185
Very negative	4%	40
Total	100%	899

Question 17: Contact with Fire Department							
Have you had any in-person or phone contact with an employee of the City of Bloomington Fire Department within the last 12 months?							
	No		Yes		Don't know		Total
Have you had any in-person or phone contact with an employee of the City of Bloomington Fire Department within the last 12 months?	88%	848	11%	105	1%	5	100% 959

Question 18: Ratings of Contact with Fire Department												
What was your overall impression of your most recent contact with the City of Bloomington Fire Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the City of Bloomington Fire Department?	69%	70	25%	26	3%	3	2%	2	2%	2	100%	102

Question 19: Contact with City Employees		
Have you had any in-person, phone or email with an employee of the City of Bloomington within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	58%	526
Yes	42%	385
Total	100%	910

Question 20: City Employees												
What was your impression of the employee(s) of the City of Bloomington in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	44%	169	42%	162	11%	41	2%	7	1%	3	100%	381
Responsiveness	47%	180	36%	137	12%	45	4%	16	1%	2	100%	380
Courtesy	51%	193	35%	132	12%	44	3%	11	0%	0	100%	380
Overall impression	46%	175	37%	141	14%	52	3%	13	0%	0	100%	381

Question 21: Government Performance												
Please rate the following categories of Bloomington government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Bloomington	15%	149	47%	454	20%	192	5%	44	14%	136	100%	975
The overall direction that Bloomington is taking	13%	124	50%	486	19%	181	4%	42	14%	141	100%	974

Question 21: Government Performance												
Please rate the following categories of Bloomington government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The job Bloomington government does at welcoming citizen involvement	10%	95	35%	339	19%	189	5%	48	31%	299	100%	970

Question 22: Custom Question 1											
How important, if at all, is it for Bloomington to address each of the following issues over the next five years?	Essential		Very important		Somewhat important		Not at all important		Total		
Attracting and retaining small businesses	40%	385	46%	445	13%	125	1%	14	100%	968	
Redeveloping older commercial areas	29%	281	47%	451	21%	207	3%	29	100%	968	
Building a sense of community and neighborhood vitality	30%	289	45%	435	23%	224	2%	19	100%	967	
Traffic congestion	27%	257	45%	440	25%	242	3%	28	100%	968	
Public transit	24%	233	39%	375	31%	295	6%	62	100%	965	
Jobs and unemployment	37%	362	47%	450	12%	121	3%	34	100%	967	

Question 22: Custom Question 1										
How important, if at all, is it for Bloomington to address each of the following issues over the next five years?	Essential		Very important		Somewhat important		Not at all important		Total	
Maintaining competitive schools	51%	492	36%	346	11%	107	2%	18	100%	963
Aging infrastructure (e.g., streets, water and sewer, parks and City buildings)	42%	411	45%	431	12%	118	1%	8	100%	968
Aging population	25%	239	47%	455	23%	222	5%	53	100%	968
Racial and ethnic diversity	14%	138	37%	361	34%	326	15%	140	100%	965
Poverty and social service needs	18%	170	41%	398	34%	332	7%	64	100%	964
Property taxes	29%	283	48%	462	20%	192	3%	27	100%	964
House values	35%	341	47%	454	15%	144	2%	22	100%	961
Housing maintenance	27%	254	52%	494	19%	182	3%	27	100%	957
Housing and services for seniors	27%	258	42%	409	26%	254	4%	43	100%	964
Affordable housing	27%	257	41%	394	27%	257	6%	54	100%	962
Foreclosures and vacant properties	24%	228	45%	429	27%	262	4%	38	100%	956
Crime	53%	514	34%	324	12%	115	1%	11	100%	964
Maintaining City services	42%	402	47%	453	10%	99	1%	6	100%	960

Question 23: Custom Question 2										
The City has a strategic plan focused on implementing sustainable practices. Please indicate how important, if at all, it is for the City to carry out each of the following potential actions										
	Essential		Very important		Somewhat important		Not at all important		Total	
Replace lights and equipment to reduce energy consumption in City buildings	22%	209	42%	404	33%	318	4%	36	100%	967
Install solar panels on City buildings	12%	119	27%	255	41%	389	20%	193	100%	956
Provide paperless office records, agendas and newsletters	14%	133	30%	292	46%	441	10%	98	100%	964
Increase the number of community gardens	11%	110	26%	254	42%	408	20%	189	100%	961
Encourage residents and workers to use transit	11%	107	32%	310	43%	410	14%	137	100%	963
Renew old play equipment and trails in parks	16%	153	43%	420	36%	351	5%	45	100%	969
Add bicycle and walking trails	22%	210	33%	316	35%	335	11%	106	100%	967

Question 23: Custom Question 2										
The City has a strategic plan focused on implementing sustainable practices. Please indicate how important, if at all, it is for the City to carry out each of the following potential actions	Essential		Very important		Somewhat important		Not at all important		Total	
Plant low-maintenance, drought-tolerant vegetation in parks and medians	18%	171	34%	334	38%	372	9%	91	100%	968
Install rain gardens and pavement that absorb storm water runoff	20%	192	36%	351	36%	344	8%	79	100%	966
Increase recycling	29%	276	41%	394	26%	249	5%	46	100%	965
Organize garbage collection so that only one hauler serves each neighborhood	16%	155	21%	202	26%	250	37%	359	100%	966
Implement Nice Ride bicycle sharing	10%	92	18%	176	39%	376	33%	314	100%	958
Provide fueling stations for electric and compressed natural gas vehicles	11%	103	20%	191	45%	436	24%	231	100%	960
Install car sharing locations	8%	75	20%	189	41%	392	32%	310	100%	966

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	32%	308
Yes, full-time	56%	547
Yes, part-time	13%	122
Total	100%	977

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	74%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	7%
Bus, rail or other public transportation	6%
Walk	2%
Bicycle	2%
Work at home	8%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Bloomington?	Percent of respondents	Count
Less than 2 years	13%	125
2 to 5 years	16%	154
6 to 10 years	12%	115
11 to 20 years	19%	188
More than 20 years	41%	402
Total	100%	985

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	57%	562
House attached to one or more houses (e.g., a duplex or townhome)	6%	59
Building with two or more apartments or condominiums	35%	345
Mobile home	0%	0
Other	2%	19
Total	100%	985

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	31%	296
Owned by you or someone in this house with a mortgage or free and clear	69%	659
Total	100%	955

Question D6: Monthly Housing Cost		
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	3%	33
\$300 to \$599 per month	13%	127
\$600 to \$999 per month	31%	294
\$1,000 to \$1,499 per month	29%	281
\$1,500 to \$2,499 per month	19%	178
\$2,500 or more per month	5%	45
Total	100%	958

Question D7: Presence of Children in Household

Do any children 17 or under live in your household?	Percent of respondents	Count
No	75%	727
Yes	25%	246
Total	100%	973

Question D8: Presence of Older Adults in Household

Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	70%	694
Yes	30%	290
Total	100%	984

Question D9: Household Income

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$24,999	14%	128
\$25,000 to \$49,999	28%	262
\$50,000 to \$99,999	36%	338
\$100,000 to \$149,999	13%	125
\$150,000 or more	9%	84
Total	100%	938

Question D10: Ethnicity

Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	97%	936
Yes, I consider myself to be Spanish, Hispanic or Latino	3%	32
Total	100%	969

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	2%	24
Asian, Asian Indian or Pacific Islander	5%	53
Black or African American	5%	48
White	87%	846
Other	5%	45
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	4%	39
25 to 34 years	21%	206
35 to 44 years	11%	107
45 to 54 years	23%	227
55 to 64 years	16%	156
65 to 74 years	11%	109
75 years or older	14%	142
Total	100%	985

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	52%	509
Male	48%	467
Total	100%	976

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	7%	74
Yes	88%	864
Ineligible to vote	2%	20
Don't know	3%	27
Total	100%	985

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	9%	90
Yes	87%	856
Ineligible to vote	3%	28
Don't know	1%	8
Total	100%	982

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	7%	67
Yes	93%	919
Total	100%	986

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	36%	355
Yes	64%	630
Total	100%	985

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	20%	115
Land line	60%	342
Both	20%	111
Total	100%	568

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ (The NCS™) was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The NCS™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The NCS™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by City officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

service quality play a role as well as the “objective” quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident’s report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward “oppressed groups,” likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents’ tendency to report what they think the “correct” response should be.

Research on the correlation of resident opinion about service quality and “objective” ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC’s own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be “objectively” worse than the highest rated fire services (expenditures per capita, response time, “professional” status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen “objectively” in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators.

SURVEY SAMPLING

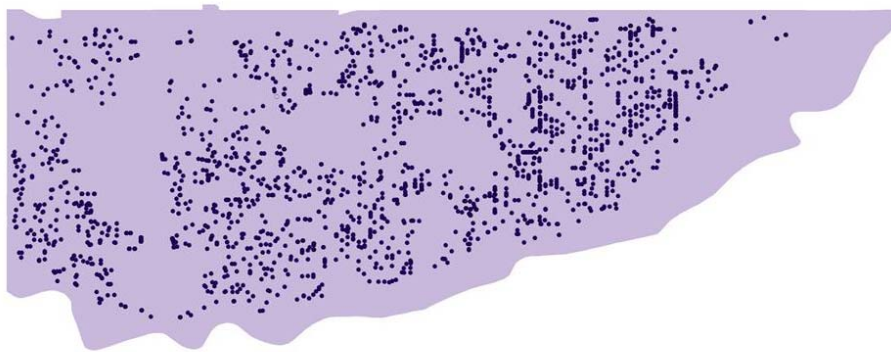
“Sampling” refers to the method by which survey recipients were chosen. All households within Bloomington were eligible to participate in the survey; 3,000 were selected to receive the survey. These 3,000 households were randomly selected from a comprehensive list of all housing units within Bloomington boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve Bloomington households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of Bloomington boundaries were removed from consideration.

To choose the 3,000 survey recipients, a systematic sampling method was applied to the list of households known to be within Bloomington. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of

items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

FIGURE 93: LOCATION OF SURVEY RECIPIENTS

The National Citizen Survey™
Bloomington, MN 2013

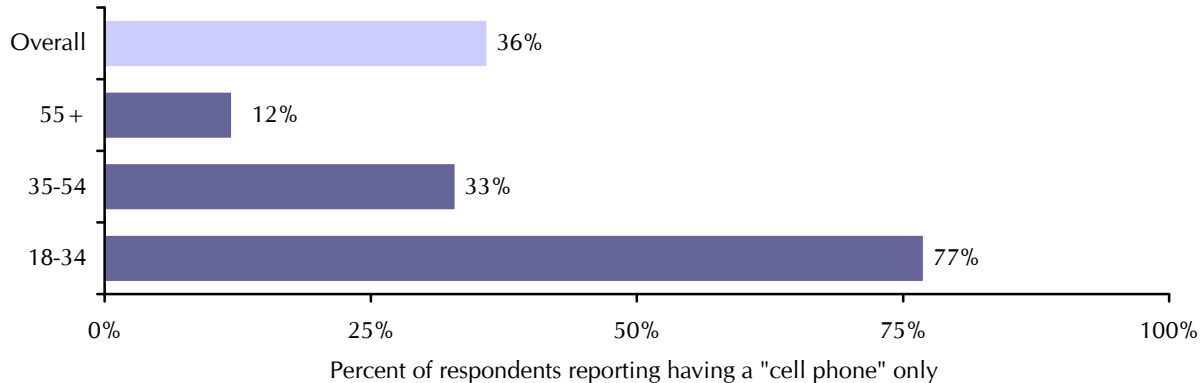


● Survey Recipient

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.¹ Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, Bloomington has a “cord cutter” population greater than the nationwide 2010 estimates

FIGURE 94: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN BLOOMINGTON



SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning April 2013. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following six weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the City of Bloomington survey is no greater than plus or minus three percentage points around any given percent reported for the entire sample (986 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any

¹ <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points

SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2010 Census estimates and other population norms for adults in Bloomington. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure, housing unit type, race and ethnicity, and gender and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The importance to the community of correct ethnic representation

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to 5 demographic variables. Several different weighting “schemes” may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the table on the following page.

Bloomington, MN Citizen Survey Weighting Table			
Characteristic	Population Norm ²	Unweighted Data	Weighted Data
Housing			
Rent home	31%	26%	31%
Own home	69%	74%	69%
Detached unit	58%	54%	57%
Attached unit	42%	46%	43%
Race and Ethnicity			
White	84%	89%	83%
Not white	16%	11%	17%
Not Hispanic	95%	98%	97%
Hispanic	5%	2%	3%
White alone, not Hispanic	82%	89%	82%
Hispanic and/or other race	18%	11%	18%
Sex and Age			
Female	52%	56%	52%
Male	48%	44%	48%
18-34 years of age	27%	11%	25%
35-54 years of age	34%	26%	34%
55+ years of age	40%	63%	41%
Females 18-34	13%	7%	13%
Females 35-54	17%	14%	17%
Females 55+	22%	35%	22%
Males 18-34	13%	4%	12%
Males 35-54	17%	12%	17%
Males 55+	18%	28%	19%

² Source: 2010 Census/2009-2011 American Community Survey

SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

“Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the *Citizen Surveys* book, but also in *Public Administration Review*, *Journal of Policy Analysis and Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. &

Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

Comparison of Bloomington to the Benchmark Database

The City of Bloomington chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (21 cities selected by Bloomington staff). A benchmark

comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Bloomington Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Bloomington's results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Bloomington's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Bloomington.

Dear Bloomington Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Bloomington. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

A handwritten signature in black ink, appearing to read "Gene Winstead". The signature is fluid and cursive, with a large initial "G".

Gene Winstead
Mayor

Dear Bloomington Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Bloomington. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

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Gene Winstead
Mayor



1800 W. Old Shakopee Road
Bloomington MN 55431-3027

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



1800 W. Old Shakopee Road
Bloomington MN 55431-3027

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



1800 W. Old Shakopee Road
Bloomington MN 55431-3027

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



1800 W. Old Shakopee Road
Bloomington MN 55431-3027

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



May 2013

Dear City of Bloomington Resident:

The City of Bloomington wants to know what you think about our community and municipal government. You have been randomly selected to participate in Bloomington's 2013 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Bloomington residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

You may complete the survey online if you would prefer, at:
<http://www.n-r-c.com/survey/bloomington2013survey.htm>

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call 952-563-8713.

Please help us shape the future of Bloomington. Thank you for your time and participation.

Sincerely,

Gene Winstead
Mayor



May 2013

Dear City of Bloomington Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of Bloomington wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of Bloomington's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

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Please help us shape the future of Bloomington. Thank you for your time and participation.

Sincerely,

A handwritten signature in black ink that reads "Gene Winstead".

Gene Winstead
Mayor

The City of Bloomington 2013 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Bloomington:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Bloomington as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Bloomington as a place to raise children	1	2	3	4	5
Bloomington as a place to work	1	2	3	4	5
Bloomington as a place to retire	1	2	3	4	5
The overall quality of life in Bloomington	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Bloomington as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Overall appearance of Bloomington	1	2	3	4	5
Cleanliness of Bloomington	1	2	3	4	5
Overall quality of new development in Bloomington	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Overall quality of business and service establishments in Bloomington	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Opportunities to attend cultural activities	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to volunteer	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Ease of car travel in Bloomington	1	2	3	4	5
Ease of bus travel in Bloomington	1	2	3	4	5
Ease of light rail travel in Bloomington	1	2	3	4	5
Ease of bicycle travel in Bloomington	1	2	3	4	5
Ease of walking in Bloomington	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Traffic flow on major streets	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Availability of affordable quality child care	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Air quality	1	2	3	4	5
Quality of overall natural environment in Bloomington	1	2	3	4	5
Overall image or reputation of Bloomington	1	2	3	4	5

3. Please rate the speed of growth in the following categories in Bloomington over the past 2 years:

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.)	1	2	3	4	5	6
Jobs growth	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Bloomington?

- ☐ Not a problem ☐ Minor problem ☐ Moderate problem ☐ Major problem ☐ Don't know

5. Please rate how safe or unsafe you feel from the following in Bloomington:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In Bloomington's shopping areas during the day	1	2	3	4	5	6
In Bloomington's shopping areas after dark.....	1	2	3	4	5	6

7. Have you had any in-person or phone contact with an employee of the City of Bloomington Police Department within the last 12 months?

- ☐ No → Go to Question 9 ☐ Yes → Go to Question 8 ☐ Don't know → Go to Question 9

8. What was your overall impression of your most recent contact with the City of Bloomington Police Department?

- ☐ Excellent ☐ Good ☐ Fair ☐ Poor ☐ Don't know

9. During the past 12 months, were you or anyone in your household the victim of any crime?

- ☐ No → Go to Question 11 ☐ Yes → Go to Question 10 ☐ Don't know → Go to Question 11

10. If yes, was this crime (these crimes) reported to the police?

- ☐ No ☐ Yes ☐ Don't know

11. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Bloomington?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Bloomington recreation facilities.....	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood park or City park.....	1	2	3	4	5
Ridden a local bus within Bloomington	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	1	2	3	4	5
Read City of Bloomington's Newsletter (<i>Briefing</i>).....	1	2	3	4	5
Visited the City of Bloomington Web site (at www.ci.bloomington.mn.us).....	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in Bloomington	1	2	3	4	5
Participated in religious or spiritual activities in Bloomington	1	2	3	4	5
Participated in a club or civic group in Bloomington.....	1	2	3	4	5
Provided help to a friend or neighbor.....	1	2	3	4	5

12. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

- ☐ Just about every day
☐ Several times a week
☐ Several times a month
☐ Less than several times a month

The City of Bloomington 2013 Citizen Survey

13. Please rate the quality of each of the following services in Bloomington:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control.....	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people	1	2	3	4	5
Public information services	1	2	3	4	5
Public schools.....	1	2	3	4	5
Cable television	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space and greenbelts	1	2	3	4	5

14. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Bloomington.....	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5
Hennepin County Government.....	1	2	3	4	5

15. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Bloomington to someone who asks	1	2	3	4	5
Remain in Bloomington for the next five years	1	2	3	4	5

16. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

☐ Very positive
 ☐ Somewhat positive
 ☐ Neutral
 ☐ Somewhat negative
 ☐ Very negative

17. Have you had any in-person or phone contact with an employee of the City of Bloomington Fire Department within the last 12 months?

☐ No → Go to Question 19
 ☐ Yes → Go to Question 18
 ☐ Don't know → Go to Question 19

18. What was your overall impression of your most recent contact with the City of Bloomington Fire Department?
☐ Excellent ☐ Good ☐ Fair ☐ Poor ☐ Don't know

19. Have you had any in-person, phone or email contact with an employee of the City of Bloomington within the last 12 months (including police, receptionists, planners or any others)?
☐ No → Go to Question 21 ☐ Yes → Go to Question 20

20. What was your impression of the employee(s) of the City of Bloomington in your most recent contact? (Rate each characteristic below.)

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy.....	1	2	3	4	5
Overall impression.....	1	2	3	4	5

21. Please rate the following categories of Bloomington government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Bloomington.....	1	2	3	4	5
The overall direction that Bloomington is taking.....	1	2	3	4	5
The job Bloomington government does at welcoming citizen involvement.....	1	2	3	4	5

22. How important, if at all, is it for Bloomington to address each of the following issues over the next five years?

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Attracting and retaining small businesses.....	1	2	3	4
Redeveloping older commercial areas.....	1	2	3	4
Building a sense of community and neighborhood vitality.....	1	2	3	4
Traffic congestion.....	1	2	3	4
Public transit.....	1	2	3	4
Jobs and unemployment.....	1	2	3	4
Maintaining competitive schools.....	1	2	3	4
Aging infrastructure (e.g., streets, water and sewer, parks and City buildings).....	1	2	3	4
Aging population.....	1	2	3	4
Racial and ethnic diversity.....	1	2	3	4
Poverty and social service needs.....	1	2	3	4
Property taxes.....	1	2	3	4
House values.....	1	2	3	4
Housing maintenance.....	1	2	3	4
Housing and services for seniors.....	1	2	3	4
Affordable housing.....	1	2	3	4
Foreclosures and vacant properties.....	1	2	3	4
Crime.....	1	2	3	4
Maintaining City services.....	1	2	3	4

23. The City has a strategic plan focused on implementing sustainable practices. Please indicate how important, if at all, it is for the City to carry out each of the following potential actions:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Replace lights and equipment to reduce energy consumption in City buildings.....	1	2	3	4
Install solar panels on City buildings.....	1	2	3	4
Provide paperless office records, agendas and newsletters.....	1	2	3	4
Increase the number of community gardens.....	1	2	3	4
Encourage residents and workers to use transit.....	1	2	3	4
Renew old play equipment and trails in parks.....	1	2	3	4
Add bicycle and walking trails.....	1	2	3	4
Plant low-maintenance, drought-tolerant vegetation in parks and medians.....	1	2	3	4
Install rain gardens and pavement that absorb storm water runoff.....	1	2	3	4
Increase recycling.....	1	2	3	4
Organize garbage collection so that only one hauler serves each neighborhood.....	1	2	3	4
Implement Nice Ride bicycle sharing.....	1	2	3	4
Provide fueling stations for electric and compressed natural gas vehicles.....	1	2	3	4
Install car sharing locations.....	1	2	3	4

The City of Bloomington 2013 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. Are you currently employed for pay?

- ☐ No → Go to Question D3
- ☐ Yes, full time → Go to Question D2
- ☐ Yes, part time → Go to Question D2

D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)

Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself days

Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults days

Bus, rail or other public transportation days

Walk days

Bicycle days

Work at home days

Other days

D3. How many years have you lived in Bloomington?

- ☐ Less than 2 years
- ☐ 2-5 years
- ☐ 6-10 years
- ☐ 11-20 years
- ☐ More than 20 years

D4. Which best describes the building you live in?

- ☐ One family house detached from any other houses
- ☐ House attached to one or more houses (e.g., a duplex or townhome)
- ☐ Building with two or more apartments or condominiums
- ☐ Mobile home
- ☐ Other

D5. Is this house, apartment or mobile home...

- ☐ Rented for cash or occupied without cash payment?
- ☐ Owned by you or someone in this house with a mortgage or free and clear?

D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- ☐ Less than \$300 per month
- ☐ \$300 to \$599 per month
- ☐ \$600 to \$999 per month
- ☐ \$1,000 to \$1,499 per month
- ☐ \$1,500 to \$2,499 per month
- ☐ \$2,500 or more per month

D7. Do any children 17 or under live in your household?

- ☐ No
- ☐ Yes

D8. Are you or any other members of your household aged 65 or older?

- ☐ No
- ☐ Yes

D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- ☐ Less than \$24,999
- ☐ \$25,000 to \$49,999
- ☐ \$50,000 to \$99,999
- ☐ \$100,000 to \$149,999
- ☐ \$150,000 or more

Please respond to both questions D10 and D11:

D10. Are you Spanish, Hispanic or Latino?

- ☐ No, not Spanish, Hispanic or Latino
- ☐ Yes, I consider myself to be Spanish, Hispanic or Latino

D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- ☐ American Indian or Alaskan Native
- ☐ Asian, Asian Indian or Pacific Islander
- ☐ Black or African American
- ☐ White
- ☐ Other

D12. In which category is your age?

- ☐ 18-24 years
- ☐ 25-34 years
- ☐ 35-44 years
- ☐ 45-54 years
- ☐ 55-64 years
- ☐ 65-74 years
- ☐ 75 years or older

D13. What is your sex?

- ☐ Female
- ☐ Male

D14. Are you registered to vote in your jurisdiction?

- ☐ No
- ☐ Yes
- ☐ Ineligible to vote
- ☐ Don't know

D15. Many people don't have time to vote in elections. Did you vote in the last general election?

- ☐ No
- ☐ Yes
- ☐ Ineligible to vote
- ☐ Don't know

D16. Do you have a cell phone?

- ☐ No
- ☐ Yes

D17. Do you have a land line at home?

- ☐ No
- ☐ Yes

D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?

- ☐ Cell
- ☐ Land line
- ☐ Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to:
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



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